26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION **OCTOBER 15, 1956** 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 10

Quarter-Century Report: A 167-page section maps industry progress PAGE 107

Crisis at ABC: Goldenson forces move to unseat President Kintner PAGE 43

Tv Viewing: Off slightly in Videotown, going up in ColorTown PAGE 44

SMPTE Convention: Latest word on color, tape, film processes PAGE 64

Storz Stations' Status Report

WDGY
MINNEAPOLIS-ST. PAUL

Now in first place, per all-day Hooper average! Spectacular growth per latest Nielsen, and per latest Pulse. Talk to JOHN BLAIR or WDGY GM Steve Labunski.

KOWH
OMAHA

Now in its sixth year of first place dominance. Latest Hooper—47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager Virgil Sharpe.

WHB
KANSAS CITY

First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 85% renewal rate among top 40 advertisers proves vitality. See JOHN BLAIR or WHB GM George W. Armstrong.

WTIX
NEW ORLEANS

Still rocketing, still leading, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC. or WTIX GM Fred Berthelson.

WQAM
MIAMI

Now bringing Storz music, news, ideas, excitement to all of Southern Florida, with 5,000 watts on 560 kc. WQAM is already a fine Miami buy, as JOHN BLAIR or GM Jack Sandler will demonstrate.

So today, in all of these important markets, you choose well when you choose

The Storz Stations *Today's Radio for Today's Selling*

Todd Storz, President

THE NEW ABC AFFILIATE . . . .
IN RICHMOND, VA. IS NOW

W M B G

5000 WATTS

1380 KC

REPRESENTED
NATIONALLY BY
BOLLING
CO., INC.

RICHMOND, VA.

NOW MORE THAN EVER BEFORE PROGRAMS WILL BE BIGGER AND BETTER ON BOTH WMBG AND ITS SISTER STATION WCOD (FM) WHICH DUPLICATES THE ENTIRE WMBG SCHEDULE WITH 50,000 WATTS. THE FIRST STATIONS OF VIRGINIA WMBG (AM), WCOD (FM), AND "THE SOUTH'S FIRST TELEVISION STATION" WTVR ARE PLEASED TO JOIN THEIR FORCES IN PRESENTING TO THEIR VAST VIRGINIA AUDIENCE THE FULL AND COMPLETE FALL PROGRAM LINE-UP OF AMERICA'S FASTEST GROWING AND MOST DYNAMIC NETWORK—THE AMERICAN BROADCASTING CO.

WMBG AM WCOD FM WTVR TV
First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.
AFFILIATED WITH ABC-TV

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6

say
it
with
music

Now, 18 hours of

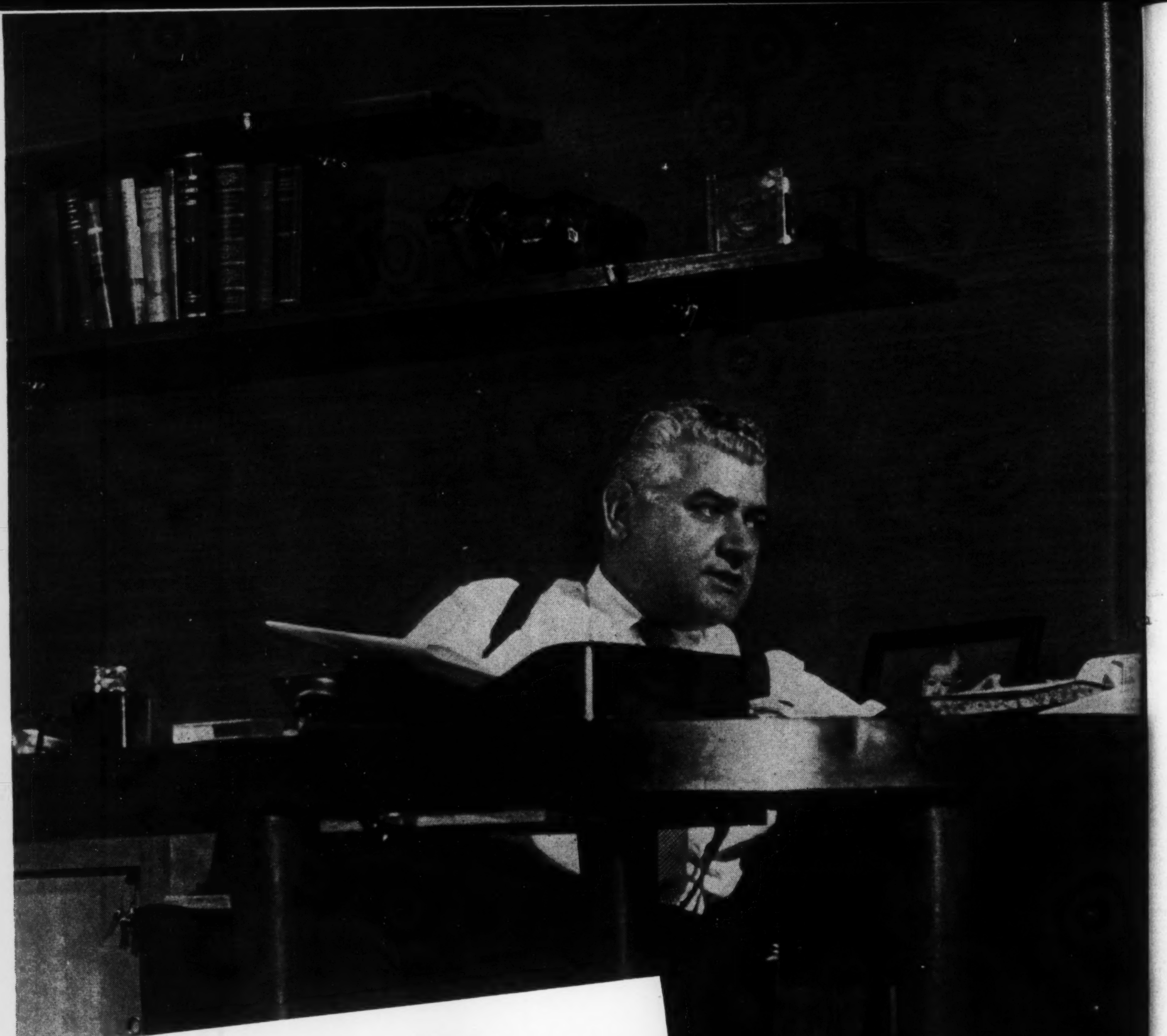
MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



To Sol Taishoff…

Whose faith in the
future of radio-television
helped make this
industry great.

WGAL-TV • Lancaster, Penna. • Channel 8 • NBC and CBS

closed circuit.

UHF SOLUTION? • Most optimistic report yet heard on combination uhf-vhf tuner, which would open way for all-band receiver, was given FCC last week by Comr. T. A. M. Craven after inspection trip to General Electric tube plant in Owensboro, Ky. New ceramic tube and tuner were demonstrated, picking up uhf and vhf stations in general area, and Comr. Craven reportedly told Commission he thought development has tremendous potential in solving both cost and service problems in production of all-band receivers.

B•T

CERAMIC tube development has been known in trade for about two years, but GE has been secretive during developmental stages. Comr. Craven was accompanied on Monday-Tuesday inspection by James E. Barr, assistant chief of Broadcast Bureau and Willmar K. Roberts, assistant chief of Laboratory Division, constituting top level engineering team. While prices and longevity factors were not divulged, impression was given that GE engineers believe tube-tuner can be produced on low cost automation basis and that life will be comparable to conventional uhf tubes.

B•T

GINGERLY CRACKDOWN • First disciplinary action under NARTB Tv Code Board's get-tough policy may be handled on indirect basis. Three eastern stations, which have been monitored closely and have had warnings, will be given final notice if code violations continue. Next step will be to offer them chance to resign. If they don't, board will instigate complicated procedure by which code subscriber is forced out of code structure. This requires action by Tv Code Review Board which then will refer matter to association's Tv Board for final decision.

B•T

IN ITS QUEST for successor to Arthur Loew, as president of Loew's Inc. [B•T, Oct. 8], executives of parent of MGM have on several occasions felt out Eric Johnston, president of Motion Picture Association of America Inc., without avail. Conversations also were held with Sylvester L. (Pat) Weaver, among others, it's learned authoritatively.

B•T

BOOK OF BRAINING • Inter-office memos of NBC ex-Board Chairman Sylvester L. (Pat) Weaver, Jr.—which have gained legendary reputation for voluminousness, erudition, and sometimes bewildering depth and syntax—may find their way into public print. Mr. Weaver, now in Europe, reportedly feels wider exposure of his "communications philosophy" might help raise general broadcast standards. Officials of Simon & Schuster publishing house concede they "might do it"; Doubleday & Co. authority said his firm discarded idea after seriously considering it; spokesman for Random House did not comment. Possible hitch: NBC might consider memos its own property, though offhand feeling there appeared to be that network wouldn't be stuffy about it if Mr. Weaver got a publisher.

B•T

WESTINGHOUSE Broadcasting Co., which severed its NBC radio network affiliations, has been expanding its independent programming with emphasis on news. Management reportedly now is contemplating setting up its own national news bureau in Washington to service stations with special coverage at national and regional levels.

B•T

TEASER POSSIBLE • While FCC's Special Network Study staff has until end of fiscal year (June 30) to file its report and recommendations with FCC, there may be one or more interim reports on specific aspects prior to that time. One such report, it's indicated, will be on multiple ownership of broadcast stations (now limited to seven in each of three categories, am-fm and tv). FCC will consider revised M-O regulation again on Jan. 9, having deferred action month ago. It's presumed that "interim" report will be in FCC's hands prior to that date.

B•T

MORGAN BEATTY, veteran NBC commentator (Alka-Seltzer World News; Monitor) *breaks out as author next month with publication of* Morgan Beatty's Your Nation's Capital *(Farrar, Straus and Cudahy). This Washington guidebook is first of series planned by Mr. Beatty, and will be in both hard-back and paper-cover editions.*

B•T

PARAMOUNT SWITCH? • Does sale to National Telefilm Assoc. of Rainbow Films, with assets including six feature films (see story, p. 58), mean that Paramount Pictures has abandoned its "no feature films to tv" policy? Rainbow Films was wholly-owned subsidiary of Paramount Pictures, but Paramount spokesman refers all queries to NTA, declining to explain whether sale means Paramount has released feature films to tv. NTA's comment is that it has bought subsidiary from Paramount Pictures.

B•T

HOUSE Small Business Committee is expected to issue "summary report" this week from subcommittee headed by Rep. Joe L. Evins (D-Tenn.) which held hearings in 84th Congress on Federal regulatory commissions and agencies, including FCC. Subcommittee subpoenaed thousands of RCA-NBC and CBS documents last March and questioned WXEX-TV Petersburg, Va., principals on purported White House influence following Rep. Evins' charges that FCC had admitted influence of networks on Commission decisions [B•T, March 26, 19]. FCC denied but never was called to testify.

B•T

AMERICAN PLAN • With first anniversary of introduction of commercial television in England Sept. 22, renewed efforts to have ITA switch over to "sponsored tv" on American plan, rather than arbitrary rotation of commercials without anchoring to programs, is being revived. *Advertiser's Weekly of London* carried full page ad of B. Charles-Dean, film and tv producer and distributor, urging sponsored tv "which will put the medium on the right foot to the benefit of everybody concerned: Consumers-Viewers-Contractors-Advertisers-Agencies-Producers (et al)."

B•T

TV FILM producers are bound to get hurt in three-way union representation squabble building up steam in Hollywood. IATSE is fighting to push IBEW and NABET off major studio lots because of scale differentials. NABET last week charged IATSE pickets around Centaur Studios where Wayne Steffner Productions are filming ABC-TV's You Asked For It *were unemployed dishwashers from local culinary union. IATSE officials say they will picket NABET again but this time with IATSE members.*

B•T

MEXICAN STAND-OFF • No official word yet, but through diplomatic channels Mexico has informed U. S. State Dept. that its tv industry has indicated it can't buy proposed FCC change of ch. 12 from Fresno (where KFRE-TV is now operating at that frequency) to Santa Barbara, Calif. So protest will undoubtedly be submitted [Closed Circuit, Oct. 1]. But, what makes situation unique is that since proposal meets U. S. standards and since there is no agreement on mileage separation with Mexico, what does U. S. do with Mexican protest if it decides to go ahead and deintermix Fresno? Mexico uses ch. 12 at Tijuana, 200 miles from Santa Barbara.

B•T

WHAT'S thinking among engineers on unsympathetic reaction to Commission's proposed uhf curves to be used in determining population coverage in pending deintermixture cases [B•T, Sept. 24]? Consensus seems to be that Commission will have to return to Sixth Report and Order curves (which now are part of rules) and also hold out welcome for measurements or other estimates to help guide decisions. Engineers feel averages for uhf measurements too open to attack because of wide variances resulting from different types of terrain, seasons of year, etc.

in every television market there is one dominant station... in Indianapolis that station is

WISH-TV

channel **8**

CBS
TELEVISION

at deadline

NBC, Radio Affiliates Tackle Programming Plans

"GENERAL EXPLORATION" of "programming types, the hours of programming and the structure of the schedule which would best serve" NBC Radio affiliates and listeners occupied all-day meeting of NBC officials and NBC Radio Affiliates Program Advisory Board last Friday in New York. "Hours of programming" reportedly referred to network option hours, in which some changes have been suggested. Other specific plans considered, it was understood, included "imagery transfer" advertising concept and projected "Most Beautiful Voice in America" program.

Lester W. Lindow, WFDF Flint, Mich., chairman of Program Advisory Board, expressed satisfaction on behalf of board members in statement issued after meeting. He said: "We believe NBC is off to a great start in strengthening its radio network service to make it of maximum service to the affiliates and to their audiences. We feel that the procedure for advance consultation with affiliates on program planning and development will be productive for the network and the stations, and we are looking forward to further meetings for continuation of this procedure on a regular basis." Next meeting to be held "within 30 days."

NBC President Robert W. Sarnoff opened meeting. NBC discussion led by Matthew J. Culligan, vice president in charge of radio network. All advisory board members were on hand: Chairman Lindow; W. W. Warren, KOMO Seattle; Louis Read, WDSU New Orleans; Harold Grams, KSD St. Louis; Alex Keese, WFAA Dallas, and Harold Essex, WSJS Winston-Salem.

Representing NBC, aside from Messrs. Sarnoff and Culligan, were Charles R. Denny, executive vice president, operations; David Adams, executive vice president, corporate relations; Jerry Danzig, vice president, radio programs; Harry Bannister, vice president, station relations; Donald Mercer, director, station relations; Hugh M. Beville Jr., vice president, planning and development; Thomas B. McFadden, vice president, owned and operated stations and NBC Spot Sales; George Graham, in charge of sales service, radio network, and William R. McAndrew, director of news.

Rep. J. Percy Priest Dies at 56; Headed House Commerce Unit

CHAIRMAN J. Percy Priest (D-Tenn.), 56, of House Commerce Committee and former House Majority whip, died Friday in Nashville eight days after stomach surgery for duodenal ulcer. He was serving eighth term in Congress, first as head of Commerce Committee.

In line to take over chairmanship in 85th Congress if Democrats retain control is Rep. Oren Harris (D-Ark.), unopposed for re-election. Committee's ranking Democrat, Rep. Harris is chairman of Transportation & Communications Subcommittee and is an acknowledged congressional expert on broadcasting matters.

If Republicans win control, helm will return to Rep. Charles A. Wolverton (N. J.), who has headed committee several times.

AGILE ALTERNATE

RICHARD K. MANOFF Inc., New York, agency for Welch Grape Juice Co., New York, has devised new system of switching major and minor commercials for alternate week network shows. Last week, with its alternate-Thursday buy in *Comedy Time* (NBC-TV, Mon.-Fri., 5-5:30 p.m. EDT), agency worked out arrangement with network whereby Welch's has major commercial on Thursdays every other week and puts its minor plug on Fridays, alternating with Friday sponsor, Pharmaco, on same show. Normally, alternate-week advertiser gets its major commercial one week and minor mention during other alternate sponsor's week. But since alternate Thursdays on *Comedy Time* are unsponsored, Manoff agency conceived new system which it dubbed "major-minor lateral switch."

A. R. Hopkins to New Post In RCA Electronic Marketing

A. R. HOPKINS, former RCA Broadcast & Tv Equipment Dept. manager, has been named to new post of manager of Commercial Electronic Marketing Dept., Arthur L. Malcarney, RCA Commercial Electronic Products vice president and general manager, announced Friday. He will head all product planning, marketing, advertising, sales promotion, contract and market research functions.

Department is made up of broadcast and tv equipment, communications products, theatre and sound products and Bizmac marketing departments.

Mr. Hopkins joined RCA in 1929 as engineer, was transferred to broadcast sales in 1935, and in 1946 assumed post of sales manager of Broadcast-Industrial Dept., forerunner of present Broadcast Equipment Dept.

AIMS Elects Morris, Commends BBDO Study

DAVE MORRIS, KNUZ Houston, elected chairman of Assn. of Independent Metropolitan Stations (AIMS) at Kansas City meeting, succeeding John J. Hurley, WNEB Worcester, Mass., George (Bud) Armstrong, WHB Kansas City, elected vice chairman.

AIMS commended BBDO for its service to advertisers in producing report on modern radio listening [B•T, Oct. 1] and lauded B•T for bringing report to attention of industry. Resolution explained report "from an agency of this stature of necessity has to be unbiased in its attitude toward all media" and termed it "of unique value to buyer and seller alike."

ABC Elections on VOA

U. S. Information Agency (Voice of America) will monitor ABC Radio and ABC-TV election night coverage for simultaneous-and-delayed rebroadcast via short wave to world-wide audiences, parts in English, others in translated form, it was announced Friday.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 44.

SATURATION BUY • Welch's Grape Juice Co., N. Y., planning saturation radio spot announcement campaign for Welch's refreshment wine, using as many as 15 to 20 spots per station on Wednesdays, Thursdays and Friday in about 50 markets. Schedule starts Nov. 7 and runs for two weeks, takes hiatus for three weeks and then returns for three more. Advertiser also will use 26-week radio schedule in participation shows in New England area, starting Nov. 1, for Welch's tomato juice. Agency: Richard K. Manoff, N. Y.

INSTANT ON RADIO • General Foods (Instant Sanka coffee), N. Y., planning radio spot schedule using as many as 25 spots per week on each station, starting Oct. 22 for two weeks in New England and eastern area. Young & Rubicam, N. Y., is agency.

MORE PEANUT BUTTER • Procter & Gamble (Big Top peanut butter), N. Y., through Compton Adv., N. Y., adding number of markets to its current schedule of reported 50 markets. Additional stations start Nov. 5 with contract running in usual P&G style, "til forbid."

SHELL ANNOUNCING • Shell Oil Co. (Super Shell), N. Y., using radio and television spot announcement introductory campaign Oct. 22 through Nov. 17 in Midwest, mostly Ohio. J. Walter Thompson Co., N. Y., is agency.

ANOTHER FOR NC&K • Colgate-Palmolive Co. naming Norman, Craig & Kummel, N. Y., to handle its nearly $1.5 million advertising budget for Veto deodorant. Appointment marks fifth major advertiser that agency has acquired within year.

GOOD GRIEF • Stroh Brewery Co., Detroit, has signed to sponsor Guild Films' new *Captain David Grief* tv film series in 21 midwestern markets, starting in January. Agency: Zimmer, Keller & Calvert, Detroit. Also buying series: Standard Oil Co. of Calif., San Francisco, for telecasting in Pacific coast states and Hawaii in January. New series to replace *Chevron Hall of Stars* by Four-Star Productions, which company now is using in behalf of Standard Stations and independent Chevron dealers. Standard Oil agency: BBDO.

DOG FOOD RENEWS • John Morrell & Co. (Red Heart dog food), Chicago, renews five weekly segments of Don McNeill's *Breakfast Club* on ABC Radio (Mon.-Fri. 8-9 a.m. CDT) for 26 weeks effective Oct. 29. Campbell-Mithun Inc., Chicago, is agency.

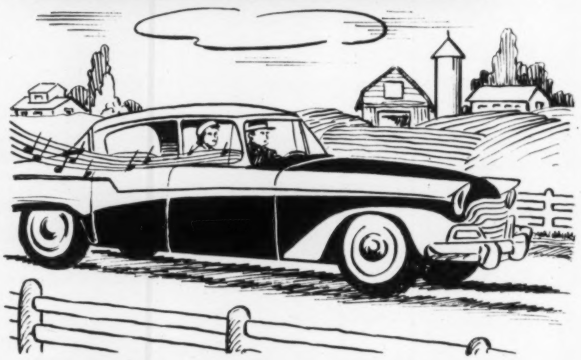
TONI TO ALTERNATE • Toni Co. buys alternate Tues. quarter-hour on NBC-TV's *Tic Tac Dough* (Mon.-Fri., 12-12:30 p.m. EDT) effective Jan. 8. North Adv., Chicago, is agency.

MEREDITH STATIONS ARE

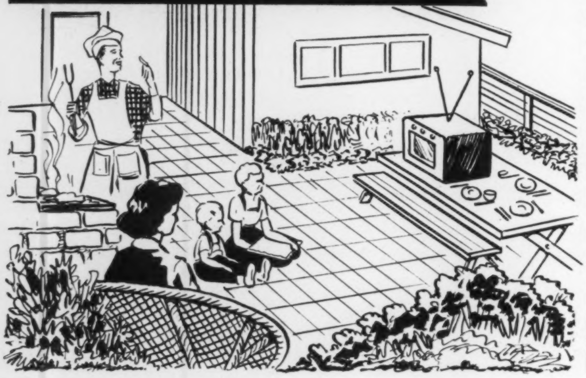
"One Of The Family"

In a game room in KANSAS CITY

In a car near OMAHA



On a patio in PHOENIX



In a kitchen in SYRACUSE

SALT
FLOUR
SUGAR

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

FCC Confirms Ch. 13 Grant For KYAT (TV) Yuma, Ariz.

IN ORDER issued Friday [CLOSED CIRCUIT, Oct. 8], FCC concurred with August initial decision of hearing examiner and confirmed Commission's January no-hearing grant of ch. 13 Yuma, Ariz. (KYAT [TV]), to Wrather-Alvarez Broadcasting Co. (KFMB-AM-TV San Diego). Exceptions to initial decision filed by KIVA (TV) Yuma, protestant in case, were held to be untimely filed.

KIVA exceptions were filed 18 days after close of hearing in keeping with examiner's order which gave 20-day deadline, but running counter to FCC's edict setting hearing on protest which specified exceptions were to be filed 15 days after close of hearing. In awarding grant, Commission ruled its order was controlling, that examiner lacked authority to alter time factor.

Comr. Hyde dissented to majority opinion, saying that while it was unfortunate orders of FCC and examiner were not consistent, he did not think it unreasonable for KIVA to rely upon examiner's ruling. In his written dissent, Comr. Hyde said: "I think the Commission ought to decide the case on the merits rather than dismiss it on a technical point of dubious validity."

Also last week, three applications were filed for tv stations. Industrialist Henry J. Kaiser, who has pending application for new am (1040 kc) at Honolulu, T. H., applied for ch. 13 there, proposing 12.97-kw visual power with antenna height of 121 ft. above average terrain. Mr. Kaiser's application estimated construction costs at $133,653.40, first year operation costs at $116,000.

Harwell V. Shepard, owner of KDNT-AM-FM Denton, Tex., filed for ch. 2 there, simultaneously requesting FCC to change that channel from reserved educational status to commercial. Another rule-making request is pending before FCC asking that Denton channel be assigned as commercial to Longview, Tex. Mr. Shepard's application proposes 0.746-kw visual power, antenna 169 ft. above average terrain. Costs were estimated at $40,915 for construction and $36,000 for first year operation.

WCBC-TV Anderson, Ind., on ch. 61, filed for ch. 26 there, which will not be allocated to Anderson until Nov. 7. The FCC fortnight ago [B•T, Oct. 8] finalized rulemaking giving Anderson ch. 26, deleting ch. 61 (WCBC-TV's authorization), deleting ch. 26 from Indianapolis and adding ch. 39 there. Change is to become effective Nov. 7, so until that date it's unlikely that Commission will accept WCBC-TV's application.

Ch. 54 WTOM-TV Suspends

WTOM-TV Lansing, Mich., ch. 54, last week informed FCC that it was "temporarily" suspending operations. This brings to 66 number of stations which have gone dark, of which 62 have been uhf. Total of 39 stations, including WTOM-TV, have gone off air and retained their construction permits.

Eastern Seaboard NARTB Sets Regional Meet Record

NEW RECORD for attendance at NARTB regional meetings set in Washington Friday when registration reached 300 at noon (early story page 60). Record also set at banquet, attended by 324 delegates and guests. Registration was more than one-third above 207 figure recorded by same region in 1955.

Resolution adopted at Friday business session commended Sol Taishoff, editor and publisher of B•T for 25 years service, terming him "one of the leaders in the industry's struggle to furnish a free broadcast service in the public interest." Other resolutions praised speakers for participating in program, commended George H. Clinton, WPAR Parkersburg, W. Va., host director, and other region board members for handling of conference, and thanked RCA for reception.

J. Robert Gulick, WGAL Lancaster, Pa., was chairman of resolutions committee. Other members were C. Wallace Martin, WMSC Columbia, S. C.; Carl Lindberg, WPIK Alexandria, Va.; John L. Cole Jr., WHLF South Boston, Va., and Robert T. Tincher, WHTN Huntington, W. Va.

NTA Readying Answers On Film Network Questions

NTA FILM NETWORK is preparing point-by-point answer to questions raised by FCC staff regarding network's contracts with affiliates [B•T, Oct. 1], it was learned Friday. Statement will be filed this week. Meanwhile, in formal communication to Commission Oct. 5, film network rebutted contentions of KGEO-TV Enid, Okla., that some provisions of contract violated chain broadcast rules. KGEO-TV made allegations, particularly regarding 1½ hour "option" time for network in letter to FCC Sept. 25. NTA declared no abdication of license control over programs intended or possible. Contract permits stations to refuse programs, gives them advance information on program and sponsor, and in fact—because it is film—permits station owner to preview material. Therefore, NTA Film Network declared, licensee control over film network programming even more stringent than over regular network fare. Network also averred it intends no control over station rate cards. Conference with FCC staff was requested.

NBC Opera on the Road

NUMBER of RCA and NBC executives, led by RCA Board Chairman David Sarnoff and NBC President Robert W. Sarnoff, will join Philadelphia civic officials tonight (Mon.) at eastern premiere of NBC Opera Company held by Philadelphia Forum at Academy of Music. NBC Opera's initial tour got underway Thursday in South Bend, Ind., will visit 47 cities this season.

KQUE to Everett-McKinney

KQUE Albuquerque, N. M., today (Mon.) is announcing appointment of Everett-McKinney Inc. as national representative effective Oct. 16.

PEOPLE

JOHN MASTERSON, formerly president, Masterson, Reddy & Nelson, N. Y., tv-radio production firm, named Friday as manager of N. Y. radio-television office of Tatham-Laird. **H. LAWRENCE HOLCOMB** of agency's N. Y. office continues as director of program and commercial production.

KENNETH W. SELLERS, formerly with Pepsi-Cola copy group, Kenyon & Eckhardt, to copy chief, Richard K. Manoff Inc., N. Y.

FRANK D. JACOBY, formerly in radio-tv department, Biow Co. and BBDO, to Product Services Inc., N. Y., as executive tv producer. Other Product Services appointments announced Friday: **LEE KRISS,** from production staff to assistant tv producer, being replaced by **HARVEY COHEN.**

IRENE SANDRAY, freelance writer, to radio-tv department, copy staff of N. W. Ayer & Son, N. Y.

JAMES LENKOWSKY named supervising editor of Film Creations Inc., N. Y., tv film commercials producer. Other appointments: **THOMAS BRANDON BOGGS,** sales representative; **LEWIS DAVIS,** production supervisor; **BROOKE SMITH,** scenic designer, and **MOREY REDEN,** director of animation.

RICHARD M. KLEIN, sales engineer, electronic product sales department, Sylvania Electric Products Inc., to newly created post of product engineering manager of department.

GEORGE E. REILING, distributor sales section, RCA Tube Div., Chicago, transferred to RCA Semiconductor Div., same city.

New VOA Radio Technique Said to Boost Reception

NEW SYSTEM of single side-band transmission, which improves radio reception without increasing transmitter power or operations cost—and which holds possibility of increasing world's standard broadcast channels—put into effect by Voice of America at its 1,000-kw Munich, Germany, $50 million long wave broadcast station, U. S. Information Agency announced today (Mon.). Called "compatible single side-band transmission" (CSSB), USIA reported method was developed by Kahn Research Labs., Freeport, L. I., and VOA engineers. CSSB provides most ordinary radio receivers with up to twice as much power as possible with old method (double side-band amplitude modulation), USIA said. CSSB also limits effects of fading and decreases interference between stations, USIA declared. Additional frequency space comes, agency said, from fact only single side-band of transmission used, freeing other side-band for additional use.

KCLO Sold for $46,500

APPLICATION seeking FCC approval to sale of KCLO Leavenworth, Kan., was filed with Commission Friday. Selling price of daytime outlet (1410 kc, 500 w) is $46,500. Principals in selling group own WVMC Mt. Carmel and WIZZ Streator, both Ill. Buyers are George B. and Florence L. Anderson, owners of KLIR Denver, Colo., KJRG Newton, Kan., and KJSK Columbus, Neb.

the week in brief

KINTNER OUSTER IN AIR

Appeal by Edward J. Noble, former ABC owner, now head of AB-PT's finance committee, reportedly blocked first move of Paramount members of board to force resignation of ABC President Robert Kintner 43

SHIFTING TV VIEWING

For first time, Videotown spent less time before tv sets than in previous year 44

But ColorTown results tell impressive story 46

AGENCIES MUST BE MORE CREATIVE

To overcome increased competition in advertising and diminishing share-of-attention given by consumers, agencies must show greater creativity, western region AAAA meeting hears 48

$5.85 MILLION FILM DEAL

National Telefilm Assoc. said to be acquiring tv rights to 78 20th Century-Fox feature pictures for use on NTA Film Network at cost of $5,850,000 58

RADIO BOARD CUT DEBATED

Mounting opposition to reducing number of NARTB's radio board members from 29 to 21 leads to debates at regional meetings, to be followed by referendum on elimination of at-large directors 60

TV STARS AT SMPTE MEETING

Motion picture-tv engineers consider color tv, video tape, Electronicam; honor Dr. Alfred Goldsmith and the late Robert Shelby; elect Barton Kreuzer president 64

WHITNEY PURCHASE APPROVED

Commission authorizes transfer of Universal Broadcasting stations in Indianapolis and Fort Wayne to J. H. Whitney & Co. for $10 million; applications for $21 million transfers filed, including Crowell-Collier's big buys 82

FREE POLITICAL TIME OPPOSED

MBS President John Poor tells Gore committee that requirement to give free time to political candidates plus present equal time rule would make impossible demands on broadcasters 86

EQUAL TIME HEADACHES

Congress should amend Sec. 315 of Communications Act to let broadcasters make their own decisions on allotment of time during political campaigns, FCC Comr. Robert E. Lee tells NARTB meeting 88

CONTROVERSY IN CALIFORNIA

Oil hassle brings charges that 'Richfield Reporter' broadcasts were biased, plus demand by other side for equal time on Mutual to answer Fulton Lewis jr. attack 90

B•T'S SILVER ANNIVERSARY

LETTER FROM THE EDITOR-PUBLISHER 15
THE SCOPE OF BROADCASTING 107
RADIO-TV ECONOMICS *Where the money comes from* 108
A WORD FROM OUR SPONSOR *Commercials, their origin and growth* 110
THE PERENNIAL JACK BENNY *B•T interviews an ageless star* 118
STATION FACILITIES AND SALES *A quick look at past and present* 130
AGENCY TRANSITION *Keeping pace with radio and television* 136
COLOR TV *It wants to happen but needs an audience* 145
WHY FOLKS TUNE IN *Top talent of the past quarter-century* 154
$24 MILLION A YEAR *Why General Mills buys radio-tv* 160
25 YEARS OF RADIO-TV *A crisp chronology from the pages of B•T* 168

departments

Advertisers & Agencies 43
Anniversary Section . . 107
At Deadline 7
Books 38
Closed Circuit 5
Colorcasting 47
Editorials 274
Film 58
For the Record 98
Government 82
In Review 16
Manufacturing 96
Networks 90
On All Accounts 34
Open Mike 30
Our Respects 26
Personnel Relations . . 68
Stations 72
Trade Assns. 60

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long
Vice President
H. H. Tash
Secretary
B. T. Taishoff
Treasurer

BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 De Sales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York). J Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITORS: Earl B. Abrams, Lawrence Christopher (Hollywood)
ASST. TO MANAGING EDITOR: Donald V. West
ASSISTANT EDITOR: Harold Hopkins
STAFF WRITERS: Ray Ahearn, Jacqueline Eagle, Dawson Nail, Munsey Slack, Lamar Underwood
EDITORIAL ASSISTANTS: Hilma Blair, Sylvia Quinn, John Sheldon, Ann Tasseff, Rita Wade
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS
VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Wilson D. McCarthy
ADVERTISING ASSISTANTS: Doris Kelly, Jessie Young
AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadt

CIRCULATION & READER'S SERVICE
MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Cecilia Delfox, Bessie Farmer, Joseph Rizzo, Charles Harpold

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Selma Gersten, Doris Fischoff
Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
WESTERN SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION INFORMATON

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new adresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired n 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1956 by Broadcasting Publications Inc.

WHEN BIG NEWS IS MADE

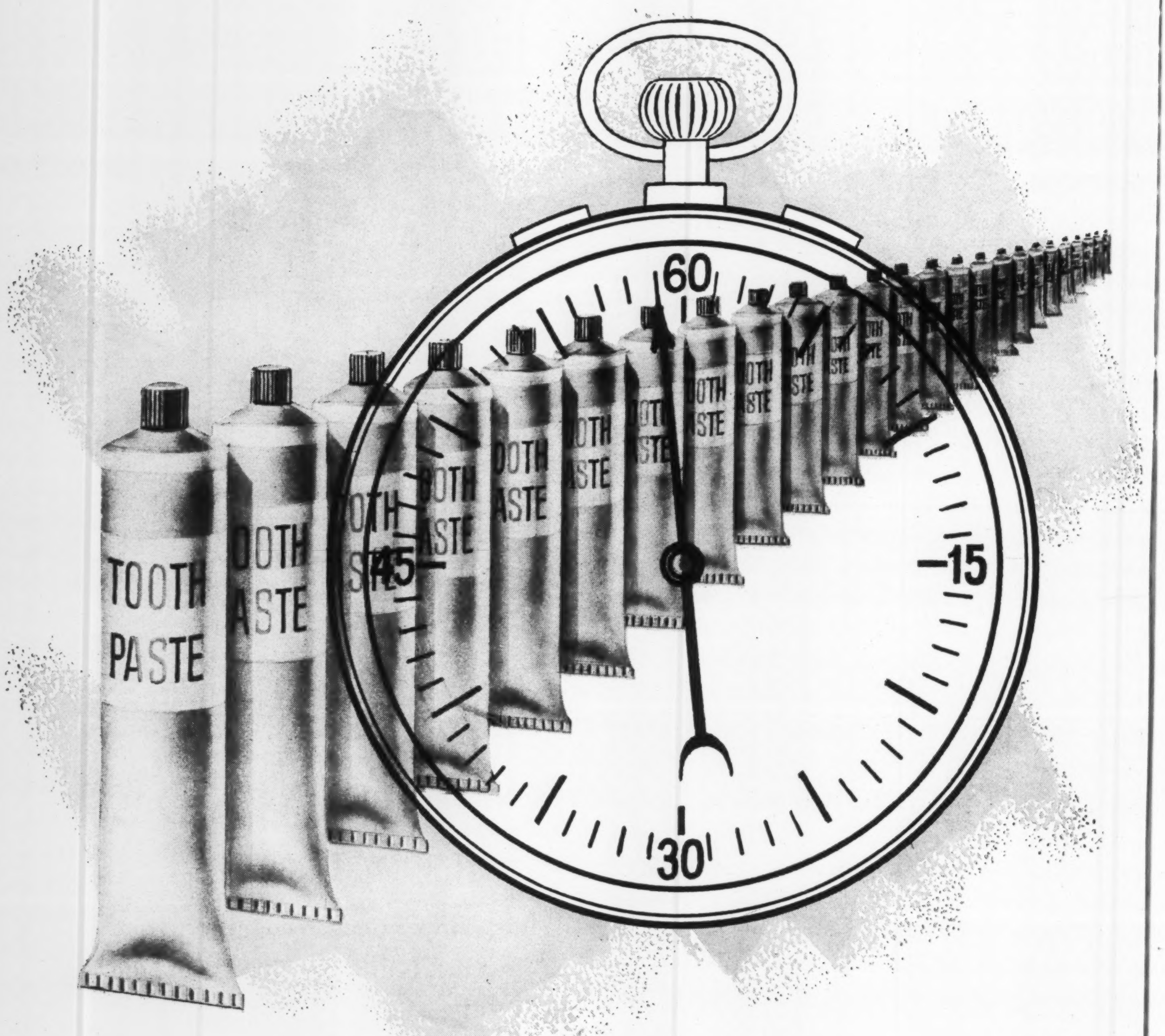
KRON-TV's Cameras are on the spot

...even in the mud-filled streets of flooded Yuba City, California. Last winter's Northern California flood was a dramatic and tragic disaster, fully recorded by KRON-TV's film and live cameras. The station's viewers saw it all, over a thirty day period.

Now, comes recognition from the California State Fair and Exposition with its TOP STORY AWARD for news coverage of this event. The only state-wide TV award, this is the third time in four years it has been granted to KRON-TV.

KRON-TV SAN FRANCISCO, NBC AFFILIATE–CHANNEL 4

60 seconds is all


TOOTH PASTE
60
45
15
30

Represented by

EDWARD PETRY

THE ORIGINAL STATION

NEW YORK CHICAGO ATLANTA

it takes...

To make Americans' teeth sparkle, 4,456 tubes of toothpaste were manufactured every 60 seconds of every working day—556,142,976 tubes in all last year.

And to make **toothpaste sales** sparkle—to spark **any** sales—the answer is clearly Spot Radio.

Spot Radio costs less to reach more customers, whoever they are, whenever and wherever you like.

And, 60 seconds is all it takes.

WSB	Atlanta	**WIP**	Philadelphia
WGN*	Chicago	**WRNL**	Richmond
WFAA	Dallas-Fort Worth	**KCRA**	Sacramento
WIKK	Erie	**WOAI**	San Antonio
KPRC	Houston	**KFMB**	San Diego
WJIM	Lansing	**KMA**	Shenandoah
KARK	Little Rock	**KTBS**	Shreveport
WISN	Milwaukee	**WNDU**	South Bend
KSTP	Minneapolis-St. Paul	**KVOO**	Tulsa
WTAR	Norfolk	**ABC**	Pacific Radio Regional Network

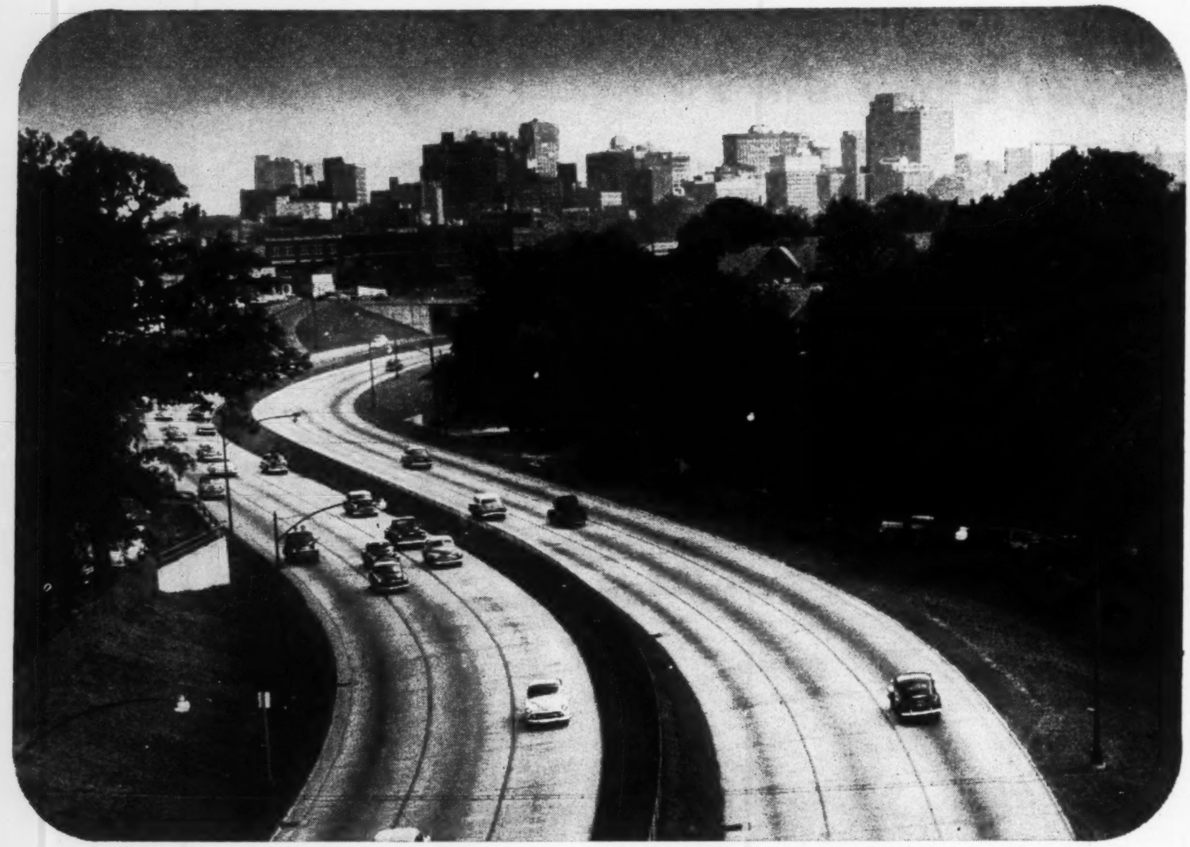
***West Coast**

Texas Quality Network

& CO., INC.

REPRESENTATIVE

DETROIT LOS ANGELES SAN FRANCISCO ST. LOUIS



The Atlanta market . . . 1,000,000 people by 1961
Stake out your claim now

You have heard it said that the South is America's last economic frontier. A region where great new consumer franchises can be built.

This is true. But as ever happens, late-comers seeking the promised land more often find that the frontier has vanished. Others are solidly entrenched at lesser cost and greater profit.

Already this picture takes shape in Atlanta. Population of the Metropolitan Area is now reliably put at 869,014. In less than five years it will surpass a million

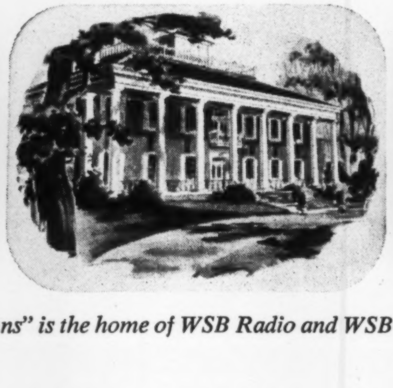
In 1961 what will be *your* competitive position in Atlanta? *What is it now?*

WSB Radio and WSB-TV invite you to share the rewards of this great and growing market's present and future. Put in your ground-floor claim on the South's largest radio and television audiences today.

• • • • •

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. NBC affiliate. Representatives are Edw. Petry & Co.

Leadership is traditional . . .



wsb
wsb-tv
ATLANTA

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

LETTER *from the* EDITOR-PUBLISHER

Dear Reader:

MOST people are allergic to "special issues" of trade magazines, and with good reason. Too often the special issue is a self-serving device to entice compliments and extra advertising.

This is a special special issue. It is fat, but not because advertisers were bludgeoned into using space. It is fat mainly because it contains, in addition to all the news of the past week, a running story of a miracle quarter-century of broadcasting as reported in this 25-year-old magazine.

The running story is not, however, about Broadcasting • Telecasting. It is about all of you who have created the magnificent arts of radio and television; you who started from scratch with no precedents to guide you; you who later entered this evolving field in which pioneering never ends.

Our assignment has been to gather, report and interpret the events of these 25 exciting years as accurately and swiftly as our own competence and the machinery of printed journalism allowed. We have tried in our news columns to be fair, objective and comprehensive. We have tried on our editorial page to advance the causes of responsible broadcasters and good broadcasting.

VOL. 1, No. 1 of Broadcasting, *the Newsmagazine of the Fifth Estate*, made its bow Oct. 15, 1931, when the big depression was scraping bottom. The lead editorial said:

> To the American system of free, competitive and self-sustaining radio enterprise, this new publication . . . is dedicated.

Some of our old friends know the story of our birth. Others may be interested.

We began publication with a $5,200 bank account advanced by the late Harry Shaw, then the owner of WMT Waterloo (now Cedar Rapids), Iowa, and afterward president of the National Assn. of Broadcasters. That $5,200 was 10% of the $52,000 Mr. Shaw had pledged to angel this risky venture at a time when the mortality rate among new publications was better than 90%. The balance of the pledge never came because Mr. Shaw's funds were frozen in a bank closure—one of the many which preceded the FDR-ordered bank holiday of 1933.

There were three stockholders at the start, Mr. Shaw, Martin Codel, who now edits the successful *Television Digest*, and I. Mr. Shaw retired from our struggling enterprise in 1932, relinquishing his publisher's duties to Martin. I moved from managing editor to editor.

During the eventful years from the start in 1931 until 1944 when I purchased Martin's half interest the magazine never swerved from its pledge to defend radio's free charter and to cover the news. Many broadcasters, agency and advertising executives, as well as government officials, saw the need for an authoritative trade journal in broadcasting and gave us a hand in those challenging days. Many of them are still active, most having risen to great prominence.

Broadcasting turned the economic corner in 1937. It could not have done it without the drive and imagination of Martin Codel and the loyalty and energy of a small, hard-nosed staff of editors, reporters and salesmen. Many of them are with us still, in responsible positions.

Our staff has grown from 6 to 60 (now the biggest by far in the field), our offices from one to five, our circulation from scratch to a press run exceeding 19,000 (this issue it's 19,500). We have grown in tempo with the remarkable field we serve. When we began, total radio billing was $60 million. This year radio and television will be well above $1.5 billion.

WITH this issue we start on our second quarter-century—as eagerly as we started on the first. We are excited by the wide prospects of the future in radio and television and by our opportunity to record the adventures yet to come.

Perhaps to celebrate the occasion, we give you a new B • T cover with this issue. There are more improvements immediately to come, in appearance and content of a magazine which must keep pace with the arts of radio and television.

And with this issue we make a significant announcement—our membership in the Audit Bureau of Circulations. We are the only magazine in our field to qualify for ABC—a fact we will tell you more about in the near future.

So we grow and, in growing, change.

In one way, however, B • T will never change. We will never deviate from our Vol. 1, No. 1 pledge to support and defend the American concept of free, competitive and self-sustaining broadcasting, dedicated to the public interest.

Faithfully,

Sol Taishoff

ONE WILL DO!

You bag the biggest game in Columbus and Central Ohio with just one station . . . WBNS Radio. No need to scatter your shots, WBNS delivers the most (and the best) listeners . . . twice as many as the next biggest station. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

IN REVIEW

PLAYHOUSE 90

THE UNDOING of the first of CBS-TV's long-heralded *Playhouse 90* series was not so much Rod Serling's inadequate tv version of Pat Frank's spine-tingling novel, "Forbidden Area," but that inevitable factor of time. In this instance, surprisingly, there simply wasn't enough of it.

While Mr. Serling edited out all the inherent credibility of the book in the process of trimming its 252 pages to fit approximately 75 minutes of program time, he cannot be held wholly to blame for what generally seemed to be a dismal start to a promising series.

Within this time, he had to chronicle seven insane days that preceded Atomic Cataclysm I, hopping between Washington, Moscow and a Strategic Air Command base in Florida. Even in 252 pages, this was quite an order for Mr. Frank. It was an unbelievable one for Mr. Serling.

Most bothersome about *Playhouse 90*, however, is not so much that its initial venture turned out to be a lot of hokum, but that the series may not be able to keep the pace set by the opener. Here was a less-than-satisfactory script, but it was blessed with a cast that gave it a magnificent reading, and it also received a beautifully tight production. Despite its hollow ring, it was timed to create suspense, and the 90-minute program was over, it seemed, almost before it started. Suppose, however, that the next few offerings aren't as exciting as "Forbidden Area." Then might not *Playhouse 90* turn out to be little more than another of the 90-minute bores that have come the viewer's way all too often these past few seasons?

Production costs: Approximately $120,000.

Sponsored by Bristol-Myers Co. through BBDO, Singer Sewing Machine Co. through Young & Rubicam, and Ronson Corp. through Norman, Craig & Kummel, on CBS-TV, Thurs., 9:30-11 p.m. EDT.

Premiere program, Oct. 4: "Forbidden Area" by Rod Serling, based on book by Pat Frank; producer: Martin Manulis; director: John Frankenheimer; assoc. director: Jack Orbison; story editor: Peter Kortner; art director; Walter Scott Herndon.

Cast: Charlton Heston, Tab Hunter, Diana Lynn, Vincent Price, Victor Jory, Charles Bickford, Tyler McVey, Robin Morse, Casey Allen & others.

OMNIBUS

ALTHOUGH *Omnibus* is now on ABC-TV on Sunday (9-10:30 p.m.) instead of CBS-TV on Sunday afternoon, the change of time and network has not been accompanied by any change of program format or content. *Omnibus* is still a learned friend chatting sociably about his special interests and whether the viewer is entertained or bored depends pretty much on how closely his own interests coincide with those of the *Omnibus* spokesman and how entertainingly the presentation is made.

On this season's opener, the subject was certainly one of wide-spread interest, American musical comedy, and the speaker chosen to present the life story of this peculiarly

The Loyalty of Friendship . .

Friendship, in our South, finds its roots in steadfast loyalty. But friendship of this nature is not lightly given—it must first be earned.

This tenet is sharply defined in the wealth of friends gained by WRVA Radio over the past 31 years. Through continued participation in community affairs . . by the highest standards of entertainment and service . . with a tradition of responsible, competent and experienced management—WRVA Radio has won (and held) the firm devotion of Richmond families.

Now comes WRVA-TV—endowed with this rich inheritance from WRVA Radio—and steadily winning the allegiance of Richmond's television viewers. They expect from WRVA-TV the finest that proven skill and imaginative minds can produce. They are not disappointed.

Mindful of such responsibility, Richmond's newest television station has moved inevitably to the position of leadership by earning the special loyalty that Southerners give only to those who earn it. Truly, WRVA-TV belongs to Richmond as no other television station ever has—or can.

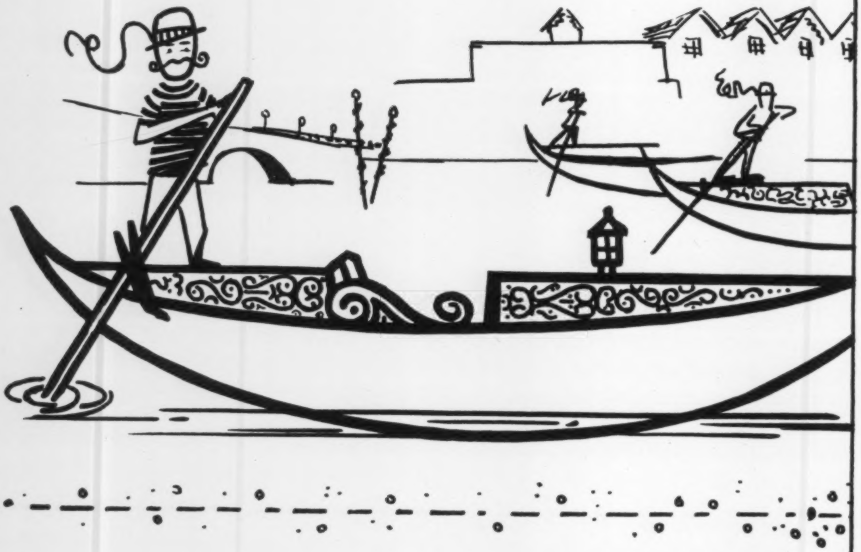
Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager



MORE

American type of entertainment, Leonard Bernstein, qualifies both as an expert in the field and as an entertaining lecturer.

The presentation was beautifully organized and just as beautifully presented, whether by Mr. Bernstein alone with a piano or by a stage filled with costumed performers. Its trouble was that it went on too long. What could have been a fascinating half-hour or even hour stretched into an interminable 90 minutes, leaving the viewer in boredom (if, indeed, he had not himself left the program before that).

In discussing show business the *Omnibus* editors unfortunately forgot a cardinal rule. Always leave the audience wanting more.

Production cost: Approximately $80,000.

Sponsored by Aluminium Ltd. through J. Walter Thompson and Union Carbide & Carbon through J. M. Mathes on ABC-TV, Sun., 9-10:30 p.m. EDT.

Producer: Robert Saudek; associate producer: Paul Feigay; film supervisor: Boris Kaplan.

Premiere program (Oct. 7) featuring Leonard Bernstein; director: Charles Dubin; choreographer: John Butler; orchestra conductor: George Gassman; set designer: Henry May.

YOU'RE THE TOP

THE *Ford Star Jubilee* got its CBS-TV season off to a high-powered start with the hour-and-a-half Cole Porter festival, "You're the Top." It's hard to imagine what heights are left for television to scale after this dazzling revue.

It was a brilliant collection of musical stars, arrangers, scenic artists and costumers, representing a lavish budget. But more impressive was the taste (Producer Robert Alton's presumably) that dictated how these material and artistic gifts were to be used.

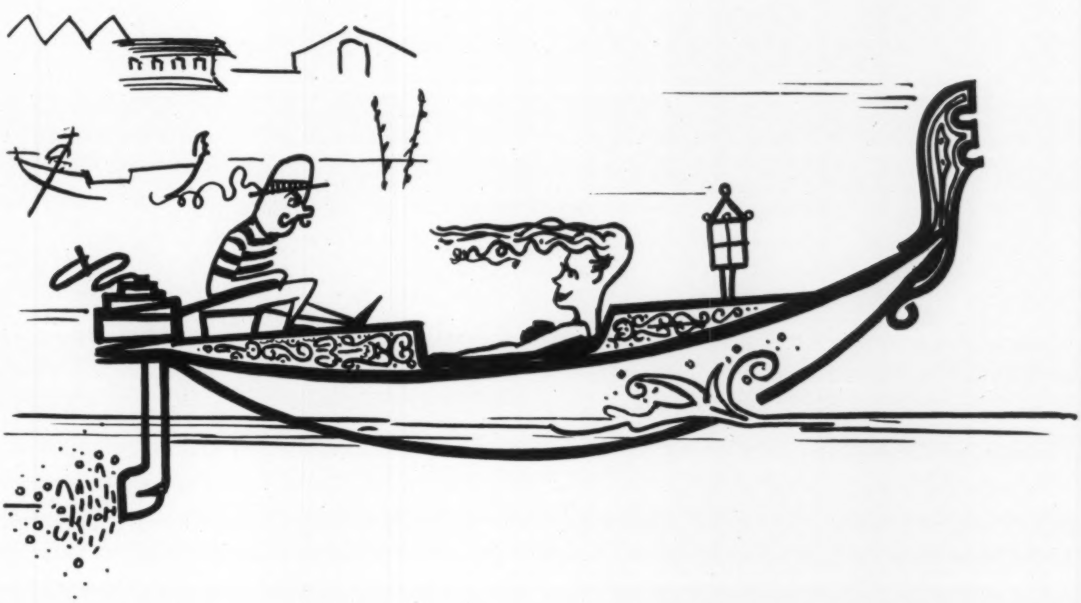
And the incredible versatility: Could it be that was really the voice of George Chakiris (billed as a dancer) singing "Night and Day" before setting out with Sally Forrest on a romantic dance sequence? Did anybody know that Gordon MacRae has such a comic flair as displayed in his rendition of "I Love You" in the manners of Vaughan Monroe, Arthur Godfrey, Nat (King) Cole and Elvis Presley? Who would have guessed that Peter Lind Hayes and Mary Healy had such really good voices?

Whoever saw "You're the Top" in color saw the distinguished sets and costumes in all their glory, the pastellish, stylized backgrounds and bolder-color authentic costumes of "Kiss Me, Kate," Dolores Gray's breathtaking gold gown, Dorothy Dandridge's little beige nightie. . . .

A Cole Porter festival would have been a good excuse for somebody else to stop the show and start talking. Not Mr. Alton. He brought on the master only for a brief musical bow, surrounded by showgirls and cast during the closing reprise of "Another Opening." It was the end of a memorable evening, a show deserving of its title, "You're the Top."

Production costs: Approximately $200,000.

Sponsored on CBS-TV by Ford Div. of Ford Motor Co. through J. Walter Thompson,



listeners than any other Baltimore radio station...

More **PUSH** *for your sales message*

WFBR *Baltimore's Best Buy*

REPRESENTED BY JOHN BLAIR & COMPANY

BOB POOLE...

sellingest salesman
in these parts . . . and
top market* in the Carolinas.

6 to **10** every morning

GREENSBORO, N.C.
WBIG
CBS Radio Network
1470 KC | 5000 WATTS

Hollingbery,
National Representative

*Sales Management
Survey of Buying Power

October 6, 9:30-11 p.m. EDT. (Ford Star Jubilee telecast every fourth Saturday.)

Produced, staged and choreographed by Robert Alton; director: Seymour Berns; executive producer: Jack Rayel; associate producer: Robert Adams; assistants to producer: Bea Allen, Joan Bailey; writer: Herbert Baker; musical director: David Rose; art director: Robert Tyler Lee; technical director: Robert Colvin; lighting: Laird Davis; costumes: George Whittaker.

Stars: Louis Armstrong, Dorothy Dandridge, Sally Forrest, Dolores Gray, Peter Lind Hayes, Mary Healy, Shirley Jones, Gordon MacRae, George Sanders, Cole Porter, Bing Crosby (on film), George Chakiris, Don Crichton, The Toppers.

THE WALTER WINCHELL SHOW

WHILE the cause of Walter Winchell probably was considerably advanced by his tv debut as an M. C., we doubt whether the medium fared as well. There simply wasn't a moment during the entire 30 minutes that he let us forget that it was *his* and his show only.

Mr. Winchell certainly can't be accused of wanting to imitate his arch-enemy on CBS-TV Sunday night at eight; here we had him holding forth on the word "class" from the gospel according to Damon Runyon; on the "breaks" and "pitfalls" of show business. There was an attempted "soft shoe" routine that seemed to bear out his own contention that he used to be a hoofer.

Before passing onto cheerier matters, we'd like to offer a quiet little toast to those celebrities to whom an appearance on such shows as Mr. Winchell's is "career insurance." After all, you can never know tonight what tomorrow's Winchell column will say about you. And, if Mr. Winchell's really supposed to be a guest in our living rooms, is it too much to ask of him to remove his hat?

Production costs: Approximately $55,000.

Sponsored by Lorillard Co. through Lennen & Newell and Toni Div., Gillette Co., through North Adv. on NBC-TV, Fri., 8:30-9 P. M. EDT, in compatible color.

Stars (Oct. 5): Walter Winchell, Sammy Davis Jr., Perry Como, Lisa Kirk, Joe DiMaggio, Martha Raye, George Raft, Ernie Kovacs, Dorothy Kilgallen, Mitchell Parish, Lola Fisher and Michael Gazzo.

Producer-director: Alan Handley; assoc. producer: Virginia Dunning; writers: Ray Allen, Harvey Bullock, Milt Rosen and Retlaw Chellwin; technical director: Larry Elikann; unit manager: Tom Madigan; music: Carl Hoof.

RED GOOSE KID'S SPECTACULAR

A CHILDREN's show that is 90 minutes long cries for comparison. Only other remotely comparative programs on the airwaves today are the regular children's fare and the adult spectacular of the $150,000 to $350,000 and more production cost variety.

The moppets had at their disposal a whole crew of talented people who juggled, danced, sang, fenced, did acrobatics (including

WORKING PARTNERS

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION INC. TELEVISION
REPRESENTATIVES, INC.

We're still using our *first team* at H-R today, as we did when this firm was started by a group of mature, sales-seasoned working partners. Today's *line up* includes all of the partners who head up this firm, plus a hand picked team of experienced radio and TV pros. We have no second team!

This means that our stations and buyers of time, can be sure that when we are in the game, "we always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Jackson 8-1601

TV ADVERTISERS:

YOU ARE NOT COVERING SOUTH BEND— INDIANA'S 2ND MARKET—UNLESS YOU ARE USING WSBT-TV!

WSBT-TV carries the top 13 television shows seen in South Bend, according to the latest A.R.B. Report—and 23 of the top 25 shows! What better yardstick can you use to measure the influence of an advertising medium?

If you rely on VHF stations to reach South Bend television viewers, you'll get only a handful. Many, many sets in this UHF area are not even equipped with proper antennas to receive VHF signals!

South Bend is one of the Nation's richest and most important markets. It is Indiana's 2nd market in population, income, and sales. And, it is a famous, widely-used Test Market. Get all the facts. Write for free market data book.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

tumbling on canvas—a rather common sight on kiddie programs). Miss Dalton told one of her fables—about a little duck and its experiences in the enchanted forest. Andy Andrews cuddled a skunk in his arms and sang a fetching ballad about the pore ole lonesome animal, and later in the show led a donkey on camera and sang another ballad about the burro. A fellow (Tex Williams) with a bullwhip slashed a sheet of paper in two while it was held in the mouth of a courageous courtier (the bullwhip handler also gets a big play nowadays in kiddieland). Champion archers Ann and Frank Marston popped balloons at the usual distance. All in all it was a delightful 90 minutes of pure tv entertainment.

What this extensive, soft, easy-to-take tv fare does to tots' educational values belongs to extensive sociological researching, but as a general guess we have our doubts. Another question is whether 90 minutes is too long for children's viewing.

Production costs: Approximately $30,000.
Sponsored by Friedman-Shelby Div., International Shoe Co. through D'Arcy Adv. on ABC-TV, Sat., Oct. 6, 11 a.m.-12:30 p.m.
Stars: Alene Dalton, Andy Andrews, Johnny Olson, Tom Lockard and others.
Producer: Lee Cooley; assoc. producer: Jack Beekman; director: Matt Harlib; music director: Nick Perito; choreographer: Lee Morrison.

SEE IT NOW

STARTING their hour-long look at the Suez crisis with July 26, 1956, the day Egypt's Gamal Abdel Nasser hoarsely told a screaming throng in Alexandria that he was nationalizing the canal, Messrs. Murrow and Friendly first gave us a fast review of the canal's history and next a tour of the 100-mile waterway, as Mr. Murrow and reporter Ed Scott talked to pilots of various nationalities and interviewed the canal's present administrator, Col. Mahhoud Yunis.

But when Mr. Murrow sat down with the man France's Guy Mollett so aptly described as "that apprentice dictator," we got a sickening feeling that we had heard all this before, say in the late '30s when H. V. Kaltenborn got Hitler to the microphone to talk about his lost Germans in the Sudeten. As an interview with Nasser, it was excellent. And while we did hear both sides of the debate (the West's stand being summarized by Britain's foreign minister, Selwyn Lloyd), Murrow & Friendly summarily dismissed the French point of view with a shot of the Eiffel Tower, and that of the U. S. with a brief glimpse of the Secretary of State espousing "moral force."

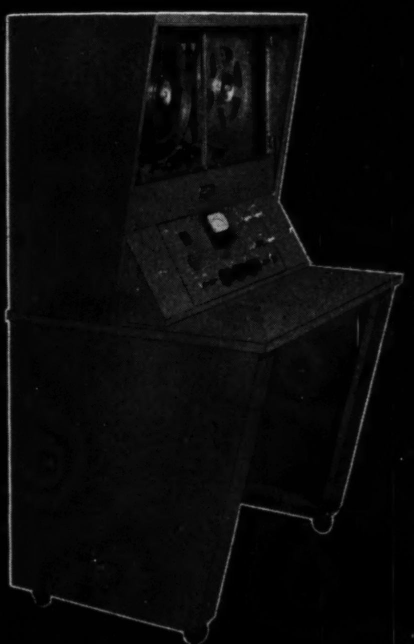
Production costs: Approximately $85,000.
Sponsored by Shulton Inc. through The Wesley Assoc., Sun., Oct. 7, 5-6 p.m. EDT, on CBS-TV.
Produced & directed by Edward R. Murrow & Fred W. Friendly; narrated by Mr. Murrow and Edmund Scott; cameraman: Charles Mack; production staff: Palmer Williams, Don Hewitt and Edward Jones; film editors: Bill Thompson, F. Howard O'Neill and Mili Lerner.

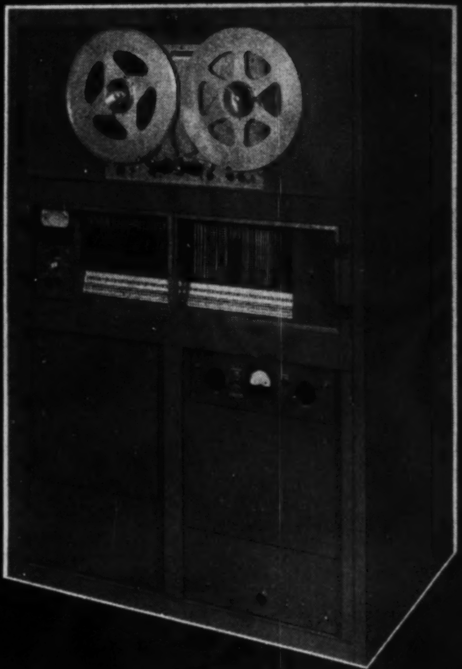
This is AUTO·STATION

In the field of automatic programming the Gates "Auto-Station" is believed to approach a much greater degree of automation than heretofore attained.

"Auto-Station" is not restricted to announce-record playing alone. Through the use of the binaural tape control system and the possibility of many control tones, much greater automation is obtained.

The complete "Auto-Station" equipment includes both production and playback equipments. By study of the 8-page brochure entitled, "This Is Auto-Station", gladly supplied on request, the broadcaster will find dozens of ways that his broadcasting day can become more effective by producing greater results for his advertisers and the resultant larger profits fo himself.



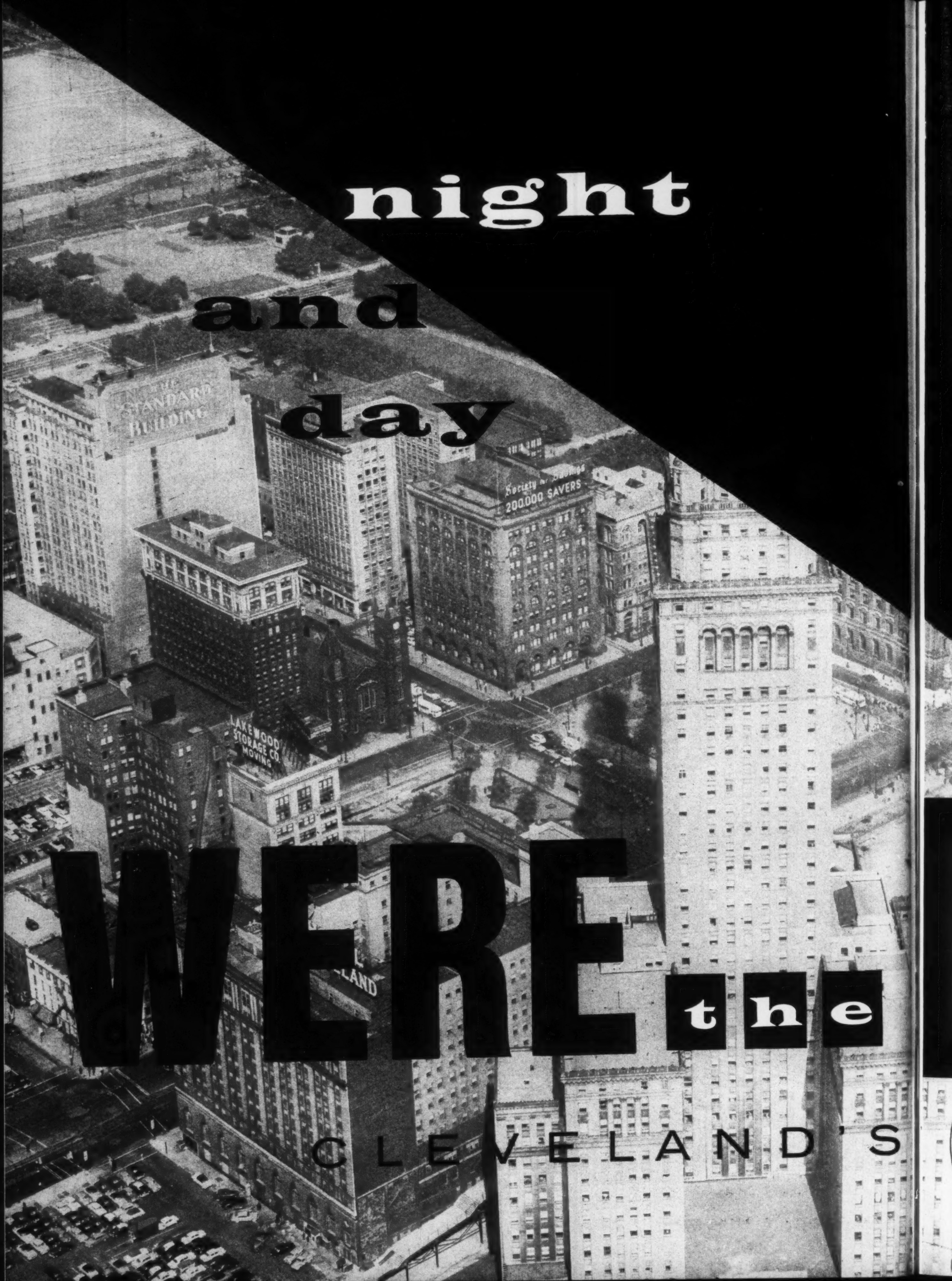


"Auto-Station" may be available for demonstration to groups of 50 or more such as regional broadcasters meetings. Subject to advance reservations starting January 5. Where interested, please write "Auto-Station", Box 290, Quincy, Illinois.

GATES

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

OFFICES — NEW YORK - WASHINGTON D. C - LOS ANGELES - HOUSTON - ATLANTA


THE STANDARD BUILDING
Society for Savings
200,000 SAVERS
LAKEWOOD STORAGE CO. MOVING

night

and

day

WERE the

CLEVELAND'S

WERE the ONE station first in ALL THREE....

*Nielsen**, *Pulse**, *Hooper*!*

Night and day the top name personalities beam the best in music, news and sports to Cleveland over **WERE**.

WERE personalities reach more live audiences through personal appearances than any other regional talent. They enjoy more national and industry-wide recognition, too!

WERE excites people into listening with unique programing exclusives.

WERE participates in all major area events with its 16 ton studio-palace on wheels . . . the only mobile unit integrated into the civic and business life of Cleveland.

The long-night through, Clevelanders use a city-wide network of free phones to call their thousands of dedications direct to the highest rated dusk-to-dawn personality in the area.

WERE drew over 100,000 visitors to its flagpole studio broadcasts at one of Ohio's biggest fairs.

WERE was the only radio station to which TV viewers turned as a guide to political convention viewing.

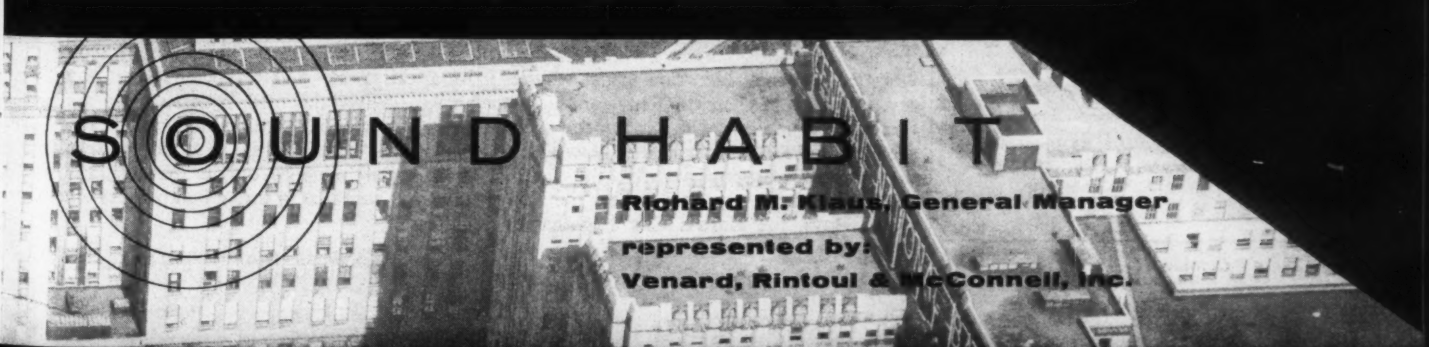
. . . and only **WERE** offers the most complete, guaranteed merchandising program available in the Cleveland market . . .

* *Latest Nielsen:*
WERE is first 6 a.m. to midnight in N.S.I. area audience and first in Cleveland's metro market, too!

* *Latest Pulse:*
WERE has the greatest total share of in-and-out-of-home audience around the clock.

* *Latest Hooper:*
WERE has the highest share of radio audience in every time segment.

buy WERE and sell CLEVELAND



SOUND HABIT

Richard M. Klaus, General Manager
represented by:
Venard, Rintoul & McConnell, Inc.

talk about contours...

the KDUB-TV-KPAR-TV combined contour encompasses 196,750 isolated sets! One economical buy and this "Treasure Island" is all yours—

K-DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

our respects to THE AMERICAN AUDIENCE

AMERICAN broadcasting is business, big business, billion-dollar business, operating nearly 3,000 radio stations and nearly 500 tv stations and employing more than 75,000 workers.

American broadcasting is advertising, blue chip advertising, its prime evening and choice daytime periods sought after and fought for by the nation's manufacturers and merchants.

American broadcasting is entertainment, all kinds of entertainment from grand opera to soap opera, Shakespeare to Sinatra, Heifetz to Presley.

American broadcasting is service, crop and market prices for the farmer, household hints for the housewife, hurricane warnings for a coastal city and flood warnings for a river town, presidential addresses and, most of all, news, on-the-spot at-the-time reporting of what's going on in Europe, Asia, Washington and Main Street.

But that's only half the story. What takes place at the station, in the studio, through the transmitter and out the antenna is of no value unless it reaches someone at the receiving end. American broadcasting is, above all, communication and there is no communication in words spoken into a microphone, action performed before a camera, in themselves. The point of all the business, advertising, entertainment and service and the recipient of B•T's RESPECTS today is the great American audience.

In the beginning—and that's only some 40 years ago—the audience comprised mostly amateur operators, turning the knobs of their home-assembled rigs to pick up the signals of ships at sea and other hams and stopping in amazement to listen to intelligible talk and music from such pioneers as the experimental forerunners of KQW San Jose (which first broadcast in 1909 and began regular programming in 1912), WWJ Detroit, KDKA Pittsburgh (first station to hold a commercial broadcast license) and the rest.

Then came the youngsters with their wire-wrapped oatmeal box and cat's whisker crystal sets, and then the first store-bought receivers, complete with gooseneck horn speakers and A and B batteries. Now listening became a group activity, the family gathered in the living room to hear the Happiness Boys, the Kansas City Nighthawks, the Hired Hand, Graham MacNamee and the hundreds of other local celebrities of the ether. And, in the mid-20's came three phenomena which took radio out of the novelty class and established it as a permanent part of American life: the American system of broadcasting, supported by the advertising dollars of American business, the all-electric receiver, and the radio networks.

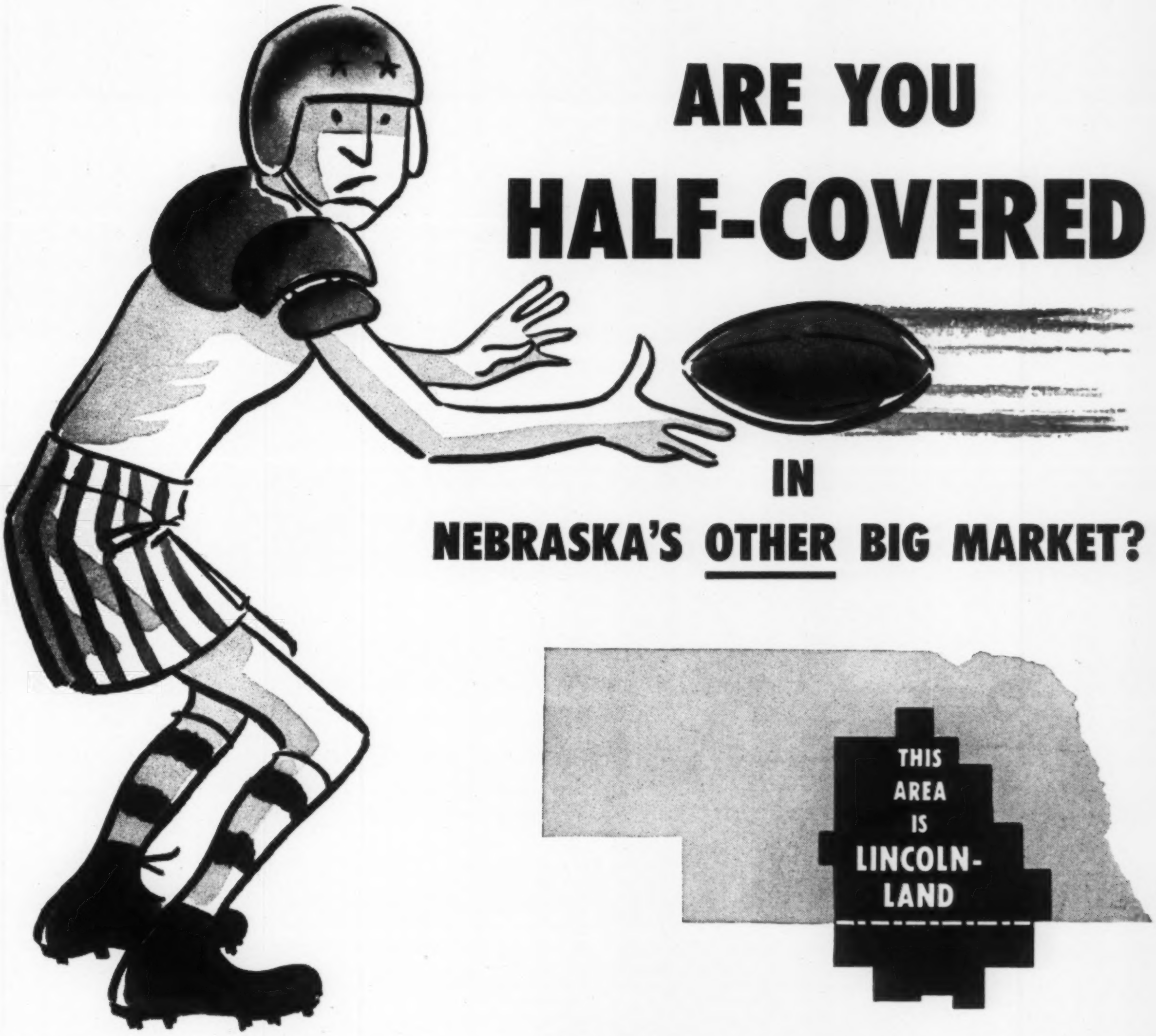
For the next two decades the story is one of growth, growth in numbers from 4 million sets in 3.5 million U. S. homes in 1925 to 56 million sets in 34 million homes in 1945, and growth in maturity as broadcasting added news and service to its entertainment function. Radio sets began to spread out from the living room into kitchens, bedrooms, workshops and automobiles; listeners were more and more individuals, less and less family groups.

Television, coming along in the late 1940's, brought the family, its friends and neighbors, together again, back in the living room to watch boxing, wrestling, parlor games and Milton Berle. Radio listening became still more individualized, a group activity only at the breakfast table, and before long tv moved in on that time, too.

But, whatever changes in radio and television, the audience was always there, enjoying the entertainment, absorbing the information, buying the advertised goods and services, keeping the broadcasting business strong with its support and on its toes with its sometimes caustic criticisms. And today the audience is still there, more numerous than ever, with tv sets in three-quarters of the nation's homes, and radios, frequently two or more, in virtually every dwelling in the land, as well as in some 32 million cars. Statisticians tell us that Americans spend well over a billion hours a week in broadcast reception, listening to the radio and watching television; well over a billion dollars a week for soaps and soups and motor cars they hear about on radio and see on tv.

Audience, we salute you. Without you, there could have been no broadcasting by the American system. Because of you, American radio and television have been able to deliver the world's best service and most powerful advertising impact. Because of you, the broadcast media wield the foremost social influence on our national life. May you continue to thrive and prosper and increase.

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV delivers Lincoln-Land — 200,000 families, *125,000 of them unduplicated by any Omaha TV signal!*

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important 42-county market is farther removed from Omaha than Hartford is from Providence . . . or Syracuse is from Rochester.

Latest Telepulse figures show that KOLN-TV gets 138.1% more *afternoon* viewers than the next station, 194.4% more *nighttime* viewers!

Avery-Knodel has all the facts on KOLN-TV, the Official Basic CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND —NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

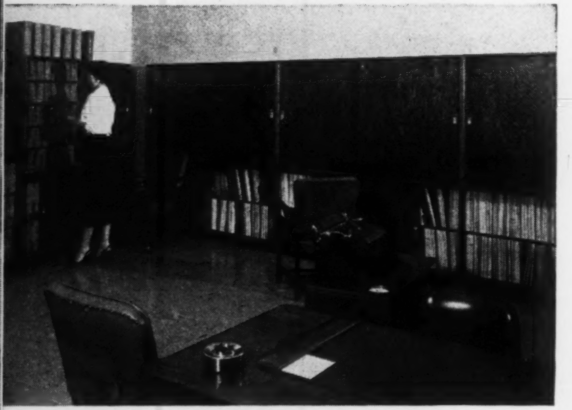
For Today...*and Tomorrow*

The Magnificent New Home

of Detroit's Storer Stations

WJBK RADIO
1500 KC
10,000 WATTS DAY, 1,000 WATTS NIGHT

WJBK-TV
CHANNEL 2
CBS



Detroit's most complete record library serves radio music lovers.

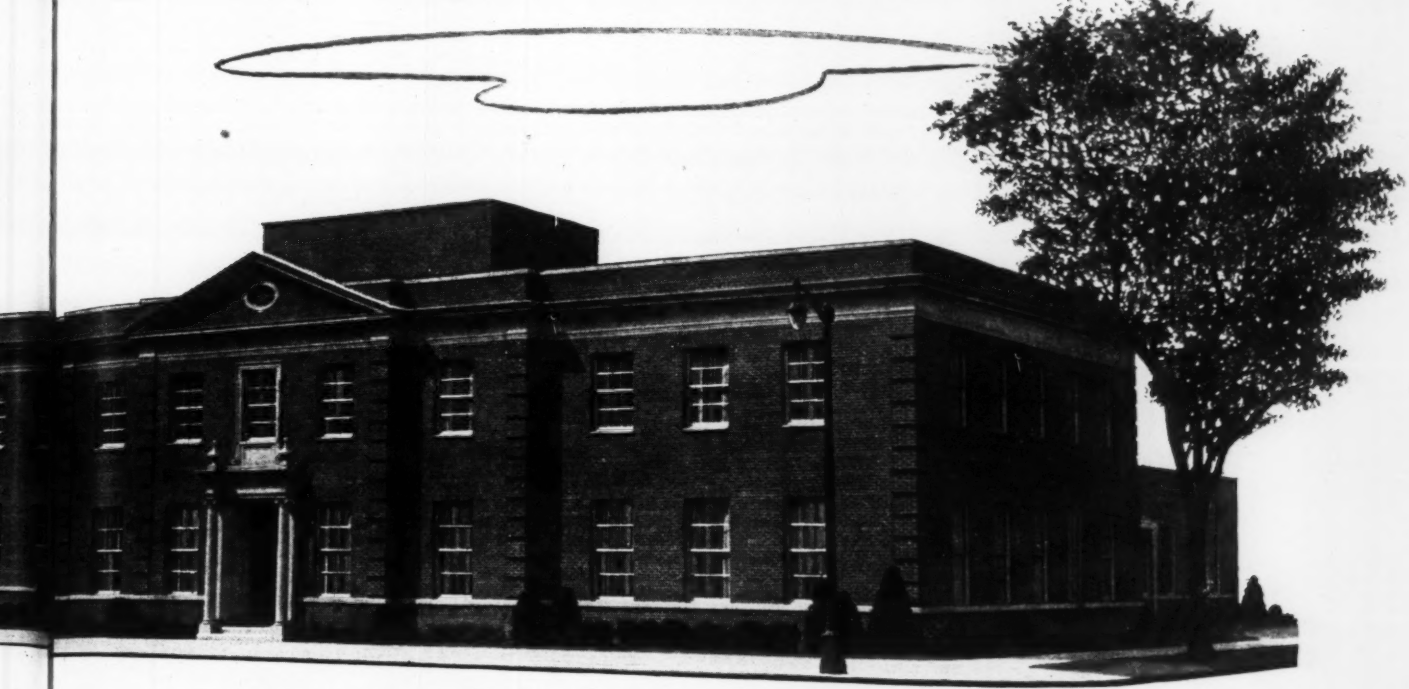
A curving staircase leads from the wood panelled lobby and reception room.

Only half of the huge television Studio A (75 x 52 feet) is needed for the big "Ladies Day" audience.

Traditional furniture is used throughout, as in this office of the radio managing director.

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICE, 118 E. 57th, New York 22, MUrray Hill 8-8630



Neighbor of the Famous General Motors and Fisher Buildings in the Dynamic New Center Area

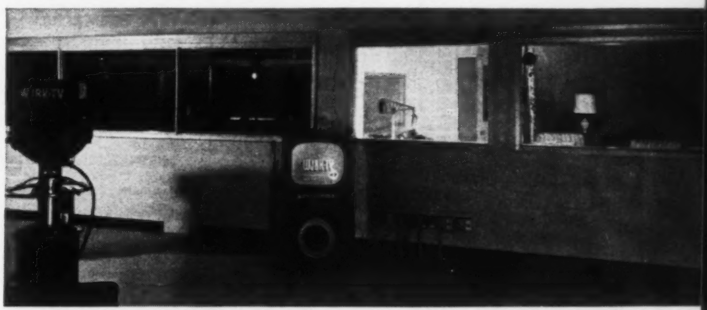
7441 SECOND BLVD., DETROIT 2, MICH. • TRinity 3-7400

WITHIN THESE DOORS, tomorrow's radio and television equipment at work today to make WJBK Radio and WJBK-TV even more powerful salesmen throughout the great Southeastern Michigan market. We're open . . . for business . . . in a big new building as handsome as the big new business we can build for you. Now, more than ever, these outstanding Storer stations are your best choice for sales results, with these marvelous facilities to serve our clients, viewers and listeners. Come visit us when you're in Detroit!

Color TV is recessed into the wood panelled wall of the television managing director's office.

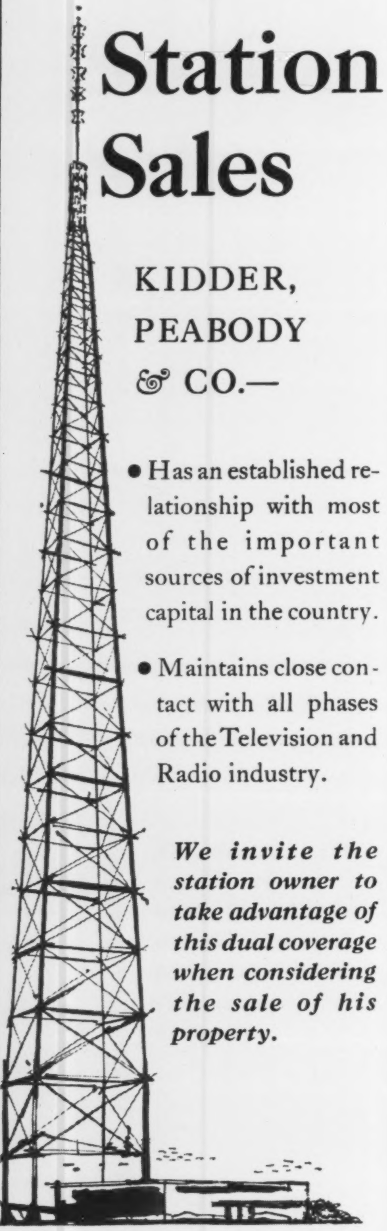
Greeted with a City-Wide Celebration

Viewed by thousands who poured through our doors at our Open House . . . honored by local, state and national officials, the formal opening ceremonies made the new home of WJBK, Radio and WJBK-TV the center of all eyes.



Direction Control, announcers' booth and clients' viewing room, as seen from TV Studio A.

Radio Studio A, one of three ultra-modern, fully equipped radio broadcast centers.



Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

OPEN MIKE

Suspension but Not Surrender

EDITOR:

Your Oct. 1 issue contains the following item which appears on page 9:

"York Uhf Suspends

"WNOW-TV York, Pa., ch. 49, was scheduled to cease operations today (Monday), it was reported Friday. Cessation of WNOW-TV makes 66 stations which have gone dark, of which 62 have been uhf. With WNOW-TV retaining cp, this make 39 stations which have gone off-air but still retain grants."

Since WNOW-TV makes the 39th station which has gone off the air but still retains grants, I am interested in learning what the other 38 stations are, since they are in a similar situation as WNOW-TV.

Alan B. Miller Jr.
Ted Bates & Co., New York

[EDITOR'S NOTE: The 38 other stations, in addition to WNOW-TV, which have ceased operations but have not returned their construction permits are listed on page 89 of the Sept. 3 issue of B•T in the footnote to TELESTATUS, monthly feature. In a later development, WNOW-TV was to have returned to the air last Friday. See story, this issue.]

Sabotage

EDITOR:

I don't suppose you will mind me writing you a letter concerning your very fine magazine. No doubt, television has been one of your greatest boons, and no doubt, radio advertising in your magazine is not what it used to be; but it is a fact that radio did nurture your tabloid.

Certainly you are trying to give radio all the credit it deserves and you are to be complimented on the article on page 38 in the September 10 issue. It was a fine article on radio, however, when you turn the page to complete the story, you find in a huge box in the middle of the radio story "Daytime Is Retailers Time in Tv." Your layout man is a saboteur.

Let me give you my sincere thanks for your fine article; radio needs and deserves your help. As for your makeup man, my worst regards.

R. Lee Glasgow, Vice Pres. & Gen. Mgr.
WACO Waco, Tex.

Telecasting Map

EDITOR:

Now that the shiny new 1956 version of your B•T TELECASTING map is dominating my bulletin board, my office has taken on new sparkle. The previous one had become quite shabby from over-use and over-tacking.

Jean L. Simpson, Time Buyer
Doyle Dane Bernbach Inc., New York

EDITOR:

. . . you are to be congratulated on the fine job in preparing it.

John J. Flanagan, Vice Pres.
McCann-Erickson Inc., New York

EDITOR:

As usual it is an outstanding job and clearly represents your high standards of quality and up-to-the-minute information.

Joe Gans, Vice Pres. & Dir. of Radio & Tv
Maxwell Sackheim & Co., New York

EDITOR:

. . . It is certainly a very useful piece of material to have around. I use it almost every day.

Arthur S. Pardoll, Dir. of Bcst. Media
Foote, Cone & Belding, New York

EDITOR:

The telecasting map is certainly a valuable addition to our office, and I assure you it will be used and re-used. Knowing the authority with which B•T speaks, I know that we can count on the accurate quality of the map.

Glen Bammann, Assoc. Dir. Tv-Radio
Marschalk & Pratt, New York

EDITOR:

. . . We find this map most useful as a quick reference tool.

We are also very happy about the fact that because of your quick revisions, it doesn't get a chance to outlive its usefulness.

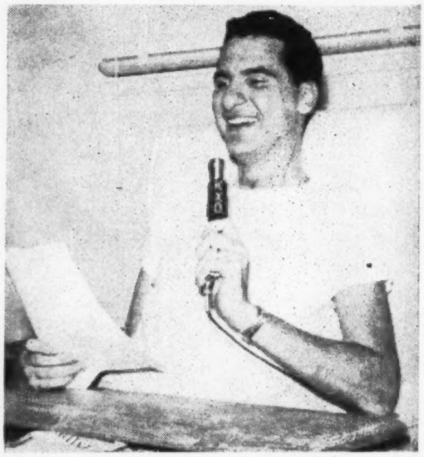
Edward A. Fonte, Dir. of Media
Joseph Katz Co., New York

[EDITOR'S NOTE: B•T's newest TELECASTING map was published in August. This 29x42-inch map locates cities with tv facilities, coaxial cable and microwave radio relay routes for both black-and-white and color and projected intercity connections. Single copy $1. Quantity rates: $4.50 for 5 copies, $8.50 for 10; $20 for 25, $37.50 for 50, $52.50 for 75 and $70 for 100 copies.]

Hanan's Comeback

EDITOR:

Marc Hanan, vice president and assistant manager of KXO El Centro, and an employe of the station since 1951, has returned to El Centro from Rancho Los Amigos, near Los Angeles. He was taken there in an iron lung last November, after being stricken by polio. While being confined to a wheel chair, he will do business from his home, and soon will add some air work to his daily schedule.

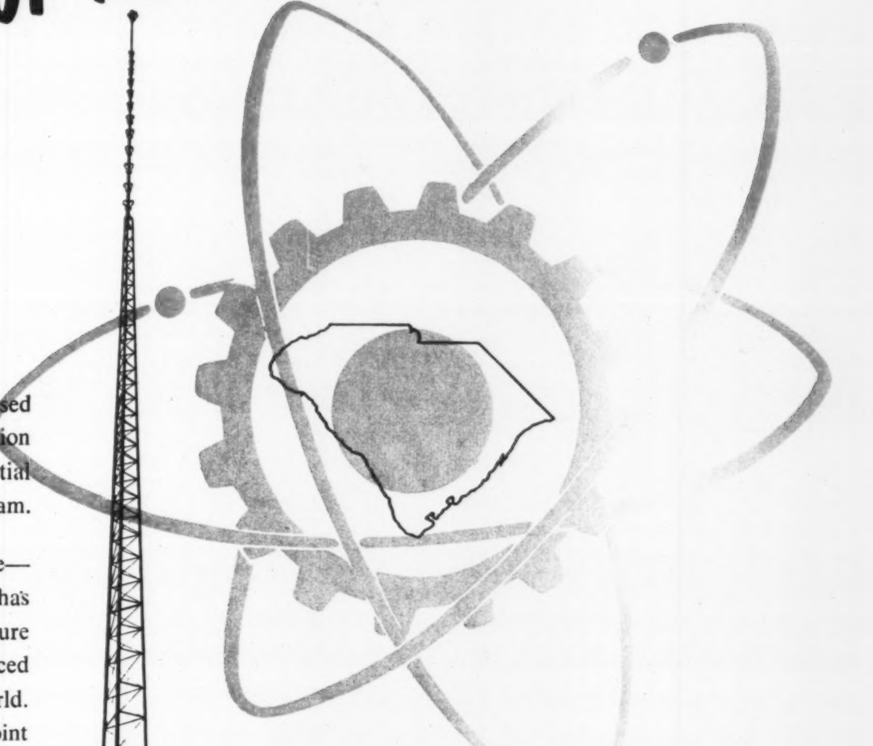


Marc Hanan on the job

His breathing capacity during the illness dropped from 4500 cubic centimeters of air intake to 250, but that is now back up to 1800. His weight, which is now 160, had dropped from 185 to 128. He looks and feels better now than he has for the past ten months, and finds breathing easier in the Valley.

Riley R. Gibson, Gen. Mgr.
KXO El Centro, Calif.

Frontier of the Future



The past 25 years have witnessed WIS grow from a small radio station to the State's most influential Television and Radio team.

We haven't grown alone—all Central South Carolina has expanded from basic agriculture to one of the best balanced and dynamic areas in the world. Marketing experts point to this area as one of dramatic potential . . . A FRONTIER OF THE FUTURE

Our next 25 years offer tremendous opportunities to us and to you! WIS-TV and Radio are equipped to attract and sell our market area as never before! Advertisers employ these stations which set the pace, which alone influence more South Carolinians who are the backbone of today's growth—the leaders of the future!

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

NBC

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA

G. Richard Shafto
General Manager

Charles A. Batson
Managing Director, WIS-TV

J. Dudley Saumenig
Sales Manager, WIS

WIS
RADIO
5000 W
560 KC
NBC
COLUMBIA, SOUTH CAROLINA

Columbia's one wide coverage station

No other station serves South Carolina like this.

You spoiled me

for any other rep.

This headline is an exact quote—made by a friend of ours—A man with whom we had worked previously—A man who as executive head of a new station organization was announcing Hollingbery as their new national sales representative.

It was a new station for us—in a new market—but previous experience had shown this executive that the Hollingbery organization was a "working" organization—the kind he wanted to "work" for him again. He wanted Hollingbery results. He had been spoiled by the Hollingbery brand of service. No other "rep" would ever satisfy him.

In short—Hollingbery had spoiled him for any other "rep."

Geo. P. Hollingbery Co.

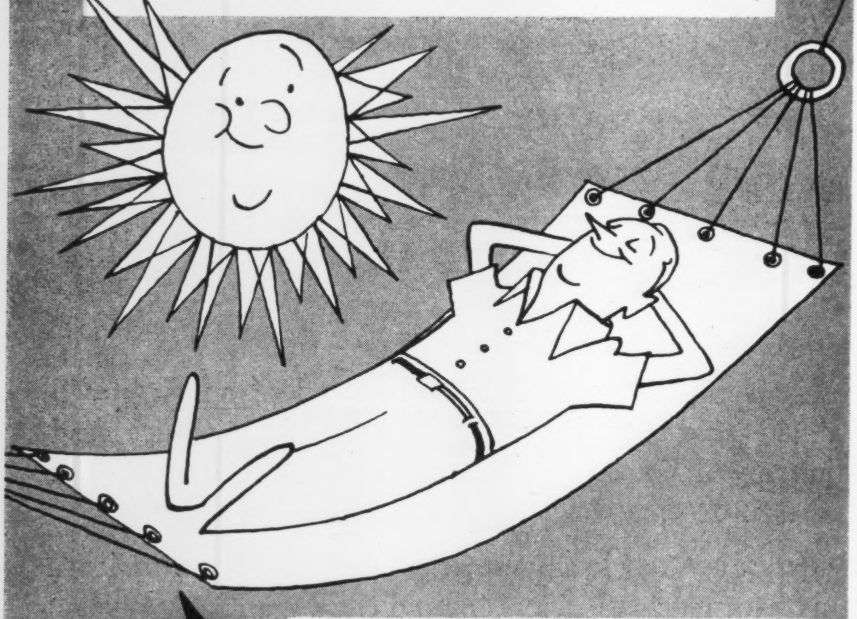
Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis

Saginaw Story —

While we rested...
This advertiser tested!

We don't like to rest on our laurels . . . but this was one time we couldn't help ourselves. A leading advertiser in the Saginaw-Bay City-Midland area wanted the best buy for his radio dollars. Our surveys showed WSAM to be the best buy. However, taking nothing for granted, this advertiser conducted an independent survey in this rich Tri-City Michigan area to be absolutely sure which radio station reached the most prospects for the least amount of money. Needless to say, WSAM led all the rest in his survey, too, and WSAM got the order—for the entire year! Proof again that WSAM's progressive programming of the big three in radio today—news, music, and sports—is what it takes to get and hold most of the listeners!



SAVE UP TO 15%

By Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

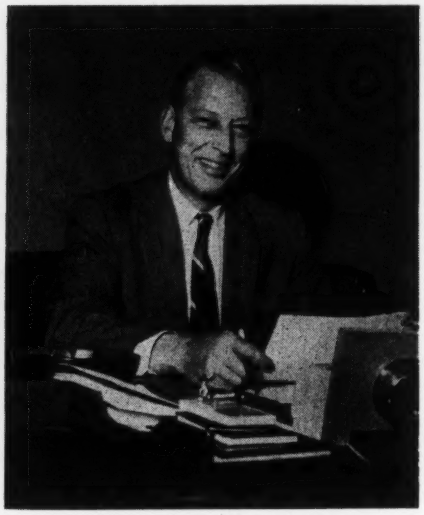
BUY ALL 4 STATIONS.....**SAVE 15%**
BUY ANY 3 STATIONS.....**SAVE 10%**
BUY ANY 2 STATIONS.....**SAVE 5%**

Fred A. Knorr, Pres.
Richard Schuler, Mg. Director
Represented by HEADLEY-REED

WSAM
SAGINAW, MICHIGAN

The Community Stations

KNORR BROADCASTING CORP.



SNOWDEN M. HUNT JR.

on all accounts

WHEN Snowden Hunt Jr. gets a headache over a sales problem, he has three sure-fire remedies to cure it: radio, television and Alka-Seltzer.

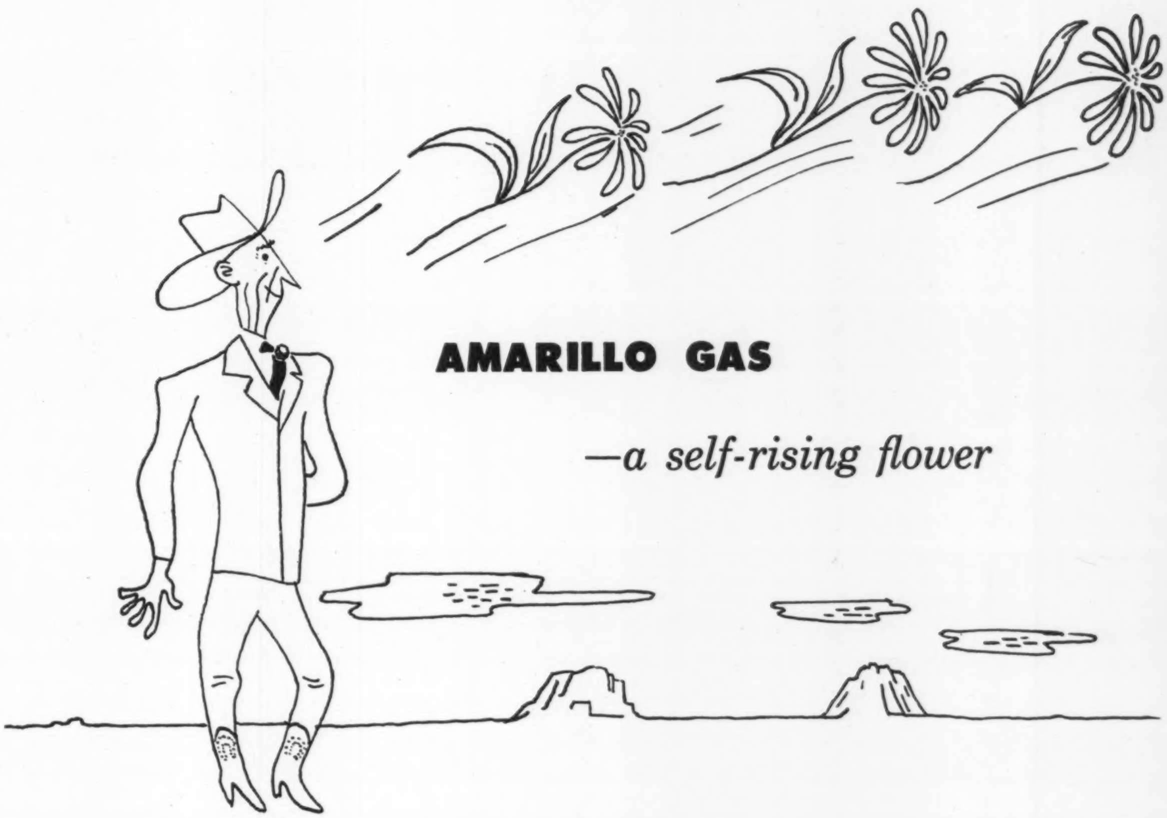
Mr. Hunt is vice president, account supervisor and media director of Wade Advertising Agency Inc., Hollywood affiliate of Geoffrey Wade Adv., Chicago. He supervises buying of radio-tv time for Miles California Inc., the West Coast subsidiary of Miles Labs., Elkhart, Ind., and its products Alka-Seltzer, One-A-Day brand vitamins, Bactine antiseptic and Nervine. He also handles numerous other accounts, ranging from National Van Lines, Chicago, to See's Candy Shops, Los Angeles.

The agency executive has renewed *Newspaper of the Air* five mornings weekly on the Don Lee Network for the 23d year for Miles as well as the afternoon five-weekly *Here's the Answer* on Don Lee. In western tv, Miles is using programs on stations in five major markets plus spots in 20 markets. Mr. Hunt told B•T current results from tv spots for Bactine are "fantastic."

Snowden Morris Hunt Jr. was born in Liberty, Mo., Oct. 9, 1912. He went to high school in Oklahoma City and U. of Oklahoma at Norman and received his B.S. in business administration from UCLA in 1935. He then joined Forest Lawn Memorial Park, Glendale, Calif., which had begun institutional radio advertising about 1927. He was publicity director and assistant advertising manager there until 1938 when he became Pacific Coast public relations director for American Red Cross, handling all national Red Cross radio shows.

From 1941 until V-J day, Mr. Hunt served in Navy intelligence, mostly China, and was released as full commander. He joined Smith, Bull & McCleery, Los Angeles, as account executive and in 1948 switched to Mogge-Privett Inc. there. He joined Wade in 1952.

Mr. Hunt married Jacqueline Terry of Los Angeles in 1940. They have two boys, Terry, 13, and Lee, 10, and live in North Hollywood. Active on the local Boy Scout fathers' board, Mr. Hunt also enjoys trout fishing, golf and hi-fi.



AMARILLO GAS

—a self-rising flower

HELIUM, the colorless, odorless, tasteless, exceptionally light non-burning gas, comes from the natural gas and oil fields around Amarillo. Recovery methods were developed here; the main helium field and recovery plant are important points of interest. Once, when a slight touch of Panhandle weather turned the sky black and slammed the temperature down thirty degrees, a transcontinental plane was grounded. One of the impatient passengers, a high-spirited filly from the Coast, checked in at a hotel and bent the clerk's ear. "What's there to see in Amarillo?"

Civic-minded as all get-out, the hotel man volunteered, "We have the only helium plant in the world."

The lady brightened. "Indeed?" she said. "Is it in bloom now?"

The plant isn't in bloom, but Amarillo and the Panhandle are. There's dough-on-the-hoof and gold in the wheatlands. The oil wells are in flower, the livestock market's busy, the Amarillo area is, year after year, first in the nation in retail sales per household.

Come pluck the flars.

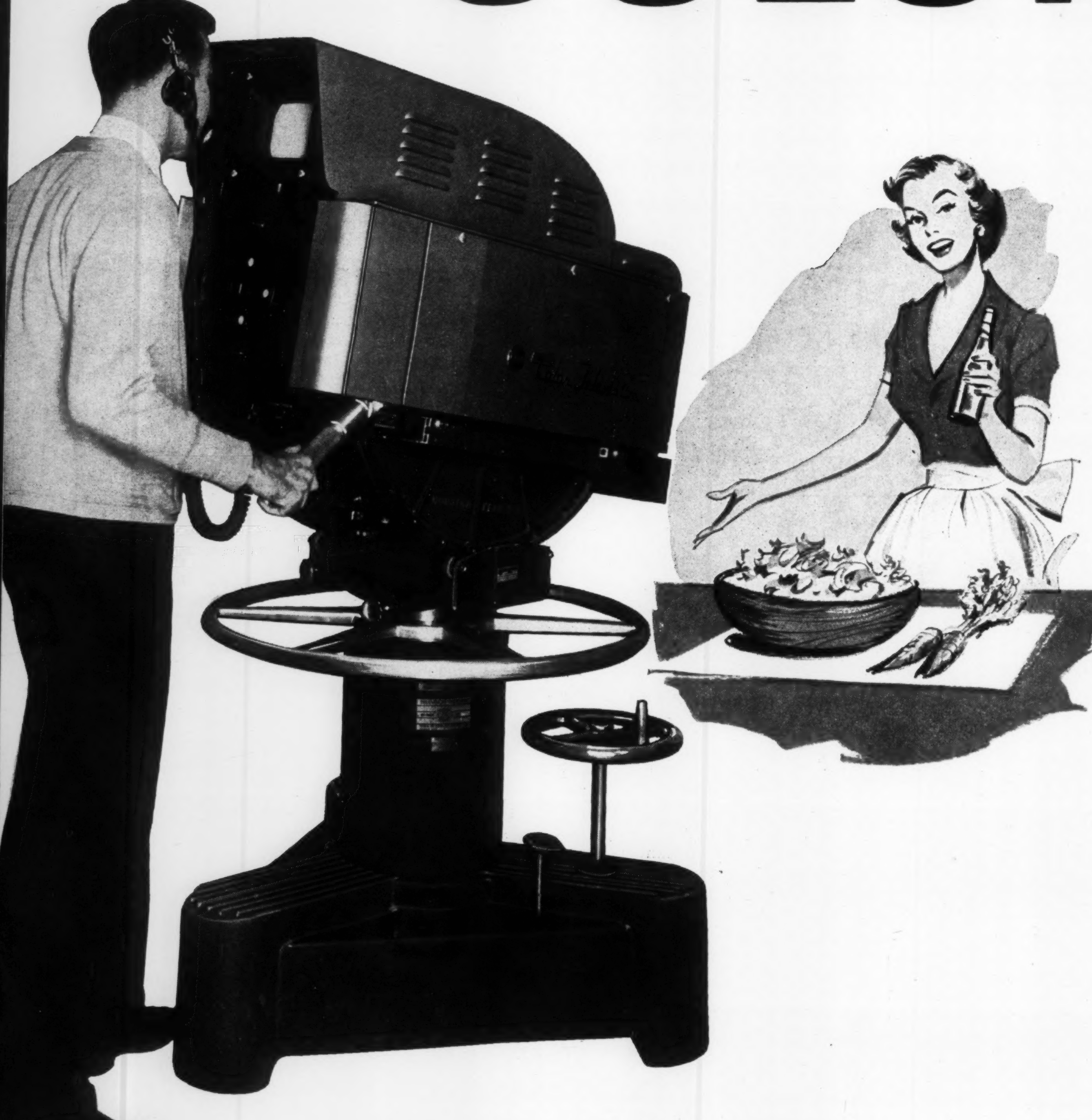
KGNC - AM & TV

★ *Amarillo*

NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

COLOR



RCA LIVE COLOR CAMERA

"ALL-IN-ONE" PROCESSING AMPLIFIER All-electronic unit provides identical control equipment for both live and film camera chains.

SPACE SAVING EQUIPMENT Only 100 inches of rack space required for all equipments necessary to operate camera chain. With monitors and processing amplifier at the console, only ¾ of a rack needed for efficient complete installation.

NEW POWER SUPPLY Occupies only ½ space of former d-c power supplies . . . high efficiency plus high output . . . 1500 ma.

CENTRALIZED CONTROLS Minimize setup time . . . only two controls in "on-air" operation. In addition, over-all stability, peak camera performance and picture quality are assured.

means business!

STATIONS NOW USING LIVE COLOR TO BUILD HIGH SPONSOR INTEREST

Equipped with RCA Live Color Camera Equipment, alert station managements are trail-blazing along the new frontiers of television . . . adding brilliant dimensions to programming techniques, transforming commercial products into thrilling reality. These progressive television stations are using local color originations to build prestige and stimulate sponsor interest.

LIVE COLOR STATIONS

KHQ, Spokane
KJEO, Fresno
KMTV, Omaha
KOMO, Seattle
KRCA, Los Angeles
KRON, San Francisco
KTLA, Los Angeles
WBAP, Fort Worth
WBAL, Baltimore
WBEN, Buffalo
WBTV, Charlotte
WCBS, New York
WCCO, Minneapolis
WDSU, New Orleans
WFBM, Indianapolis
WGN, Chicago
WJAC, Johnstown
WKY, Okla. City
WNBQ, Chicago
WOAI, San Antonio
WRCA, New York
WSAZ, Huntington
WTMJ, Milwaukee
WTVJ, Miami
WFIL, Philadelphia
WRCV, Philadelphia

Local studio originations, and live commercials in color are making sponsors sit up and take notice. Your station can spark the same type of advertiser interest in production of live color with RCA's color camera equipment! For complete technical information call your RCA Broadcast Sales Representative. In Canada write RCA VICTOR Company Limited, Montreal.

RCA®

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N. J.

BEST TELEVISION PLAYS, edited by Gore Vidal. Ballantine Books Inc., 101 Fifth Ave., New York 3, N. Y. Hardbound, $3; Pocketbook, 35 cents.

RATHER than attempt an evaluation of the eight hour-long television plays contained in this volume—all of which have been subjected to either praise or criticism elsewhere—we would like to examine the first word in this anthology's title: "best." Mr. Vidal, a writer of all trades whose witty and urbane "Visit to a Small Planet" is to be found herein, presumes that all eight scripts are the "best" he and his peers have come up with. We disagree. "Best" in whose eyes? Mr. Vidal's? Then he should say so. We're all for doing away with that presumptuous word "best" and retitling the book, "Better Television Plays." This is what make horse racing and tv critics . . .

COMMUNICATION ENGINEERING, third edition, by Dr. W. L. Everitt and Professor G. E. Anner. McGraw-Hill, 330 W. 42nd St., New York 36. 635 pp. $9.00.

DR. EVERITT, "dean" of electronical engineering, presents a comprehensive, and up-to-date study of communications problems in this third edition of his well-known earlier work. The U. of Illinois Dean of Engineering, assisted by an associate engineering professor from that school, Professor G. E. Anner, has placed additional concentration on the area which must precede the study of all other divisions of communication, namely, the fundamentals of linear-network analysis and synthesis, including the use of unilateral elements. In order to demonstrate the design requirements which are imposed on the linear portions of communication-system networks, both an analysis of various types of modulation and the transformation of transients from the time to the frequency domain are thoroughly developed. The new edition, which has numerous additions over its predecessors, is handsomely illustrated with detailed charts and drawings.

VACUUM-TUBE CIRCUITS AND TRANSISTORS, by Lawrence Baker Arguimbau. John Wiley & Sons Inc., 440 Fourth Ave., New York 16. 637 pp. $10.25.

THIS new volume—an extension of Mr. Arguimbau's *Vacuum-Tube Circuits*—has wisely been designed to be understood with ease by beginners, but still gives useful ideas to mature people in industry. The work includes up-to-date material on such topics as transistors, frequency modulation, inverse feedback and noise. Formalized mathematics are avoided wherever possible and fundamental principals are emphasized throughout the book. Mr. Arguimbau's book, which contains transistor contributions by Richard Brooks Adler, associate professor of electrical communications at the Massachusetts Institute of Technology, is explanatory rather than descriptive. It is intended to help in seeing through the fundamental processes treated, thereby providing a guide to new developments.

TELEVISION WRITING, by Robert S. Greene. Harper & Brothers, 49 E. 33rd St., New York 16, N. Y. 274 pp. $4.

THIS is a revised edition of a work originally published in 1951. In the ensuing five years, Mr. Greene states, "production techniques have changed . . . a somewhat simplified approach has been developed in the relationship between the writer and his camera. . . . The big change has been in markets. Writers need to know not only how to write scripts but how to sell them." Retaining the material which made the first edition a valuable book for television writers, veterans as well as tyros, the revised edition contains a new section on markets for tv scripts which should be of great help to writers who are new to the tv field.

HOW TO GET INDUSTRIAL AND BUSINESS PUBLICITY, by C. E. St. Thomas. Chilton Co., Chestnut and 56th Sts., Philadelphia 39, Pa. 166 pp. $5.

PUBLICITY should be a smooth-flowing and continuing process, according to author C. E. St. Thomas, a veteran public relations man. In his new book he tells how this process can be achieved. Clearly and concisely, Mr. Thomas covers setting up and operating of a publicity department including preparation of releases for radio and tv.

HAPPY ANNIVERSARY SOL

WCSC CHARLESTON, S. C. CHANNEL 5 TV, RADIO 1390 A.M. and F.M.

home of EXCITING

BUSHY PARK

CHARLESTON, S. C.
BUSHY PARK
ATLANTIC OCEAN

INDUSTRIAL SITE

Charleston, S. C. has a WATER, NOT WATERED economy. The market is supported by 4,000 acre BUSHY PARK with 2,500 million gallons of fresh industrial water daily plus ocean shipping, rail and truck routes, foreign trade, diversified industry, farming and great military installations—even tourist trade.

Our address is:
485 East Bay Street
Charleston, S. C.

Exclusive National Representative:
Peters, Griffin, Woodward, Inc.

A new source of **COPPER** *from "the richest hill on earth"*

At Butte, Montana—"the richest hill on earth"—copper's future has never looked better. One reason is Anaconda's activity at Berkeley Pit, where a new open pit mining operation is recovering profitable low-grade copper ore.

Experimental work at Berkeley Pit, begun in 1954, assures an ore reserve of at least 100 million tons. Today Berkeley Pit is yielding ever-increasing ore tonnages. When fully developed in mid-1957, this project alone will be adding 65 million pounds of copper annually to the world's supply and will continue to do so for many years to come.

Berkeley Pit is just one phase of Anaconda's program which assures for Butte a mining future even brighter and longer than its long, productive past.

Meanwhile, Anaconda continues to apply its more than 60 years' experience, not only to the development of new copper sources, but to meeting the expanding needs of industry for more and better products in the entire non-ferrous metal field.

56270A

The ANACONDA Company

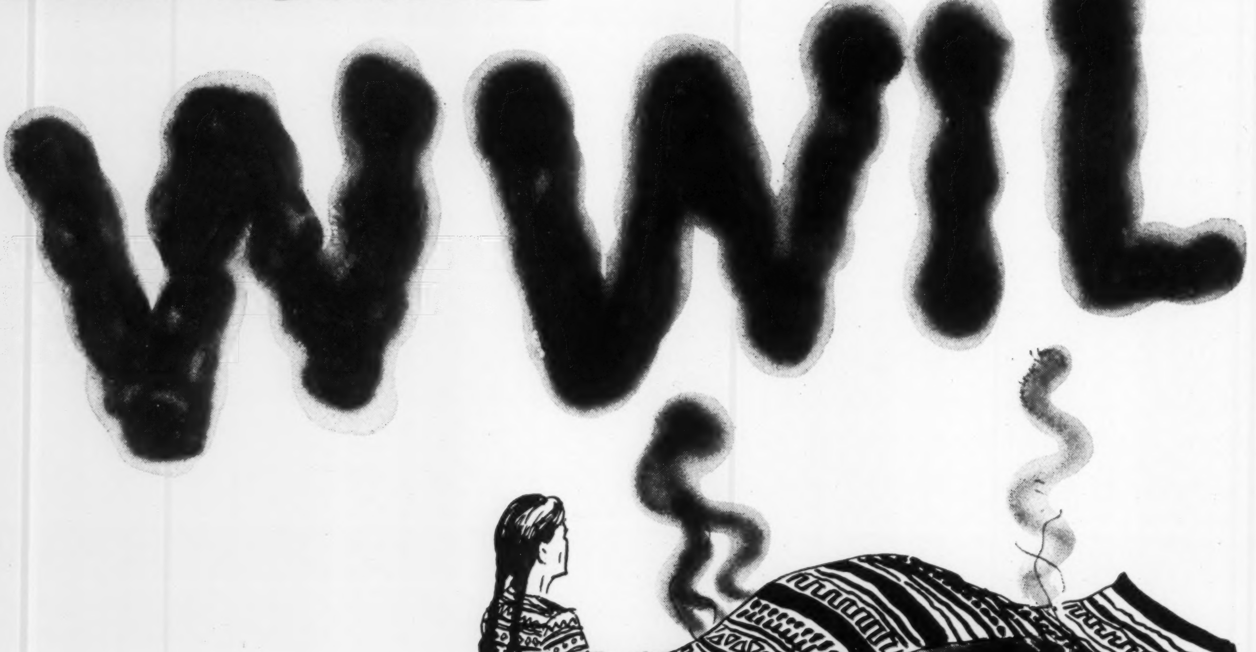
Anaconda Aluminum Company
International Smelting & Refining Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company

PRODUCERS OF: *Copper, zinc, lead, aluminum, silver, gold, platinum, palladium, cadmium, selenium, tellurium, uranium oxide, nodulized manganese ore and standard ferromanganese, treble-super phosphate, arsenic, bismuth, indium.*

The American Brass Company
Anaconda Wire & Cable Company

MANUFACTURERS OF: *Copper and aluminum electrical wires and cables; copper, brass, bronze and other copper alloys in such forms as sheet, plate, tube, pipe, rod, wire, forgings, stampings, extrusions, flexible metal hose and tubing.*

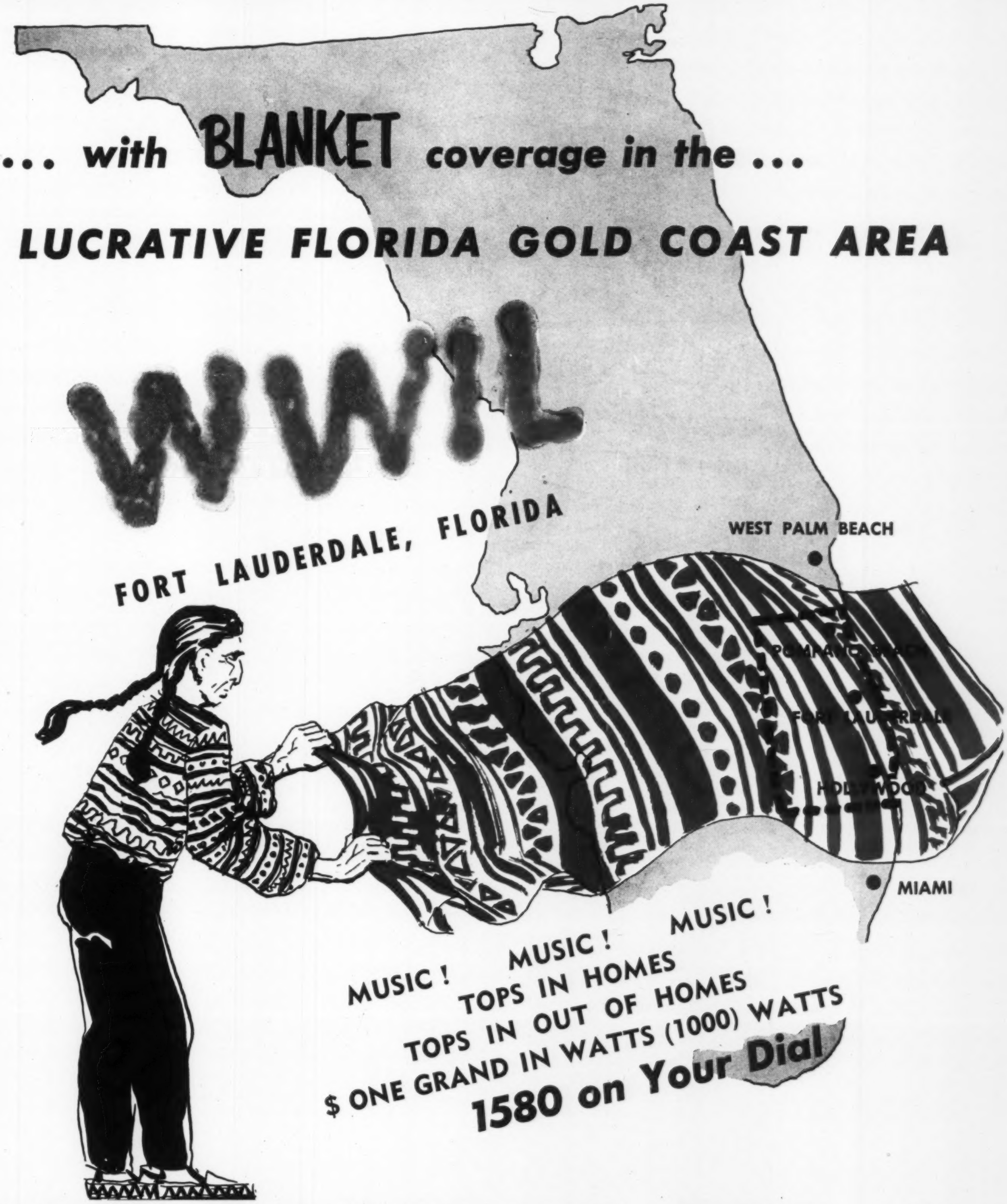
The NEW way to kindle SALES



CELEBRATING OUR...

Blanket Coverage in **BROWARD** county that *You CAN NOT get . . .*

from stations in the MIAMI area

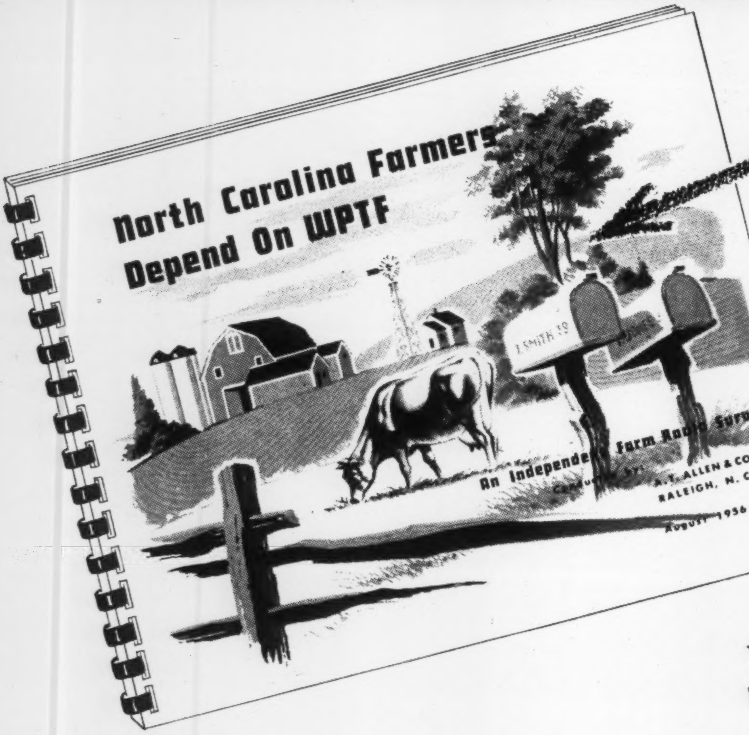

... with BLANKET coverage in the ...
LUCRATIVE FLORIDA GOLD COAST AREA
WWIL
FORT LAUDERDALE, FLORIDA
WEST PALM BEACH
POMPANO BEACH
FORT LAUDERDALE
HOLLYWOOD
MIAMI
MUSIC! MUSIC! MUSIC!
TOPS IN HOMES
TOPS IN OUT OF HOMES
$ ONE GRAND IN WATTS (1000) WATTS
1580 on Your Dial

FIRST BIRTHDAY OCT. 15

the Broward county saturation coverage

Includes . . . **FT. LAUDERDALE, HOLLYWOOD, DANIA, POMPANO BEACH & BOCA RATON**

Owners and Operators of **WIL** • St. Louis Celebrating it's **35**th Birthday – **SOON**


North Carolina Farmers Depend On WPTF
J. SMITH
An Independent Farm Radio Survey
Conducted By A. T. ALLEN & CO. CPA
RALEIGH, N. C.
August 1956

REPORT ON SURVEY CONDUCTED IN 32 N. C. COUNTIES BY A. T. ALLEN & CO. CPA

★ for your free copy, address
WPTF RALEIGH, on your letterhead

Is Radio Important To You In Planning Farm Work?
88% said Yes

Are The Broadcasts At Times Most Convenient For You?
95% said Yes

What Stations Do You Listen To Most?
78% said WPTF
4% Station A
3% Station B
2% (each) Stations C, D, & E
1% (or less) Each of 9 Stations
2% Stations on local 10-Station Network

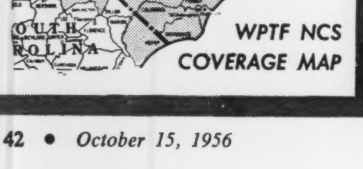
Name The Farm Radio Person In Whom You Have The Most Confidence

89%
named WPTF personalities
including Earl Hostetler, Bill Jackson,
Jim Reid, John Harris, Sam Beard

WPTF

50,000 Watts 680.KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina


VIRGINIA
N. CAROLINA
SOUTH CAROLINA

WPTF NCS COVERAGE MAP

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager
Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING
TELECASTING

Vol. 51, No. 16 OCTOBER 15, 1956

GOLDENSON ATTEMPTS COUP AT ABC

- **United Paramount interests reportedly want to unseat Kintner as president of the network.**
- **Action is stayed at least temporarily as Noble pleas for 'keeping the railroad running.'**

REPORTS of a potential shakeup in top management of ABC ricocheted last week from New York to Los Angeles.

Despite a studied silence maintained by all participants, it was apparent that a basic disagreement had developed between the forces who controlled ABC before its 1953 merger with United Paramount Theatres and those in UPT who gained control of ABC when, through the merger, it became a division of American Broadcasting-Paramount Theatres.

Speculation preceding the October AB-PT board meeting last Wednesday centered on the possibility that ABC President Robert E. Kintner would resign and that AB-PT President Leonard H. Goldenson would assume active command of the network. The meeting lasted some three hours, it was understood, but broke up with speculation still rife and with no comment from the board members.

It was assumed that the meeting had deadlocked, or had ended in agreement to withhold disagreement—at least publicly—for the time being if not for good.

AB-PT's President Goldenson was pictured as the leading force in a movement to take over active direction of network affairs from Mr. Kintner. The ABC chief's present contract runs to Dec. 31, 1957. His pay in 1955 totaled $100,000. Mr. Goldenson's totaled $182,214.

The AB-PT chief was said to have the support of 12 other members of the 17-man board. The division was clean. All of these 13 are identified as "Paramount" men, while the three siding with Mr. Kintner are "ABC men" from pre-merger days.

Aligned with Mr. Kintner on the board, it was understood, were Edward J. Noble, former owner of ABC and now chairman of the AB-PT Finance Committee, a post which has been regarded as second only to Mr. Goldenson's; Robert H. Hinckley, ABC Washington vice president and long-time associate of both Mr. Noble and Mr. Kintner, and Earl E. Anderson, financial expert also long identified with ABC.

Mr. Noble, who induced Mr. Kintner to make the transition from newspaper columnist to radio-tv executive 12 years ago, was said to have led the opposition to top-level ABC changes in the discussions of he board last Wednesday. They should keep the railroad running, not tear up the tracks, he was quoted as telling the other board members.

Apparently his arguments prevailed, but whether the victory was temporary or permanent could not be ascertained or deduced.

It was understood another meeting was planned. Sources at AB-PT said the next regular meeting would be about Nov. 10, and that they knew of no plans for any special meeting before then. But a special meeting presumably can be called any time —even this week.

At ABC, inquiries regarding the reorganization reports were referred to AB-PT. There the official story of spokesmen was that they had no information to confirm reports of such a discussion at the board meeting and that they knew of no votes being taken. Mr. Goldenson could not be reached.

But the reports persisted, circulating on the West Coast as well as the East.

The principal protagonists in the tug-of-war are both youthful men who advanced far and quickly in their respective fields.

Mr. Goldenson, who was 50 last December, graduated from Harvard Law School at the bottom of the depression, was invited in 1933 by the receivers for Paramount Pictures to reorganize the company's New England theaters. He accepted, and progressed rapidly in the Paramount organization. In 1941 he was elected vice president in charge, and in 1950, when the consent decree forced Paramount to get rid of its theatres, he was named president of the new company, United Paramount Theatres. Upon UPT's merger with ABC he became president of the new AB-PT.

Mr. Kintner, who turned 47 last month, broke into broadcasting in 1944. Up to that time he had been a newspaperman and columnist—one of America's most famous. After several years with the *New York Herald Tribune*, he teamed up with Joseph Alsop in 1937 to write a column for North American Newspaper Alliance. The pair produced not only a daily newspaper column, but wrote regularly for the *Saturday Evening Post* and published collections of their pieces in two books. After wartime service in which he won the Legion of

IS THE HONEYMOON OVER AT AB-PT?

THESE TWO played principal roles last week in what may be only the first round in a struggle for control of the ABC network. Leonard Goldenson (l), president of the parent AB-PT and aligned with the theatre interests, reportedly sought to force the resignation of network president Robert E. Kintner (r). Mr. Goldenson holds a 13-4 voting advantage. The day was saved for Mr. Kintner by the intercession of Edward J. Noble, finance committee head. Showdown may come this week.

Merit, he was preparing to return to his newspaper column when he was discharged, for medical reasons, as a lieutenant colonel in September 1944. A "friend" invited him to lunch with Mr. Noble, Mr. Noble invited him to join ABC, and on Sept. 15, 1944, he was elected a vice president of the network. In 1946 he was elected executive vice president, and in 1949 was elevated to the presidency.

Both Mr. Goldenson and Mr. Kintner are Pennsylvanians by birth, Mr. Goldenson from Scottdale, Mr. Kintner from Stroudsburg.

The disagreement came at a time when ABC apparenly is in its best financial shape in years. When the ABC-UPT merger finally was approved by the FCC, ABC was admittedly in rocky financial condition. Gradually, with UPT recources flowing into the network operations, business began to pick up and has since moved steadily forward.

For example:

In 1952, last full year before the merger, ABC-TV recorded $18,353,003 in gross time sales, according to Publishers Information Bureau compilations. In 1953 the total was $21,110,680. A year later it reached $34,713,098. Last year the figure came to $51,393,434. And in the first eight months of this year, according to PIB data released last week (see story, page 90), ABC has almost equalled its total for all of 1955.

The January-August PIB figure for ABC-TV is $50,855,477—a gain of almost 78% over the total for the same period a year ago. And in August of this year gross sales ran 92.1% ahead of August 1955's.

By contrast, the news from AB-PT's theatre operations has not been uniformly good. This, coupled with AB-PT management's seemingly increasing emphasis on television activities and prospects in its public statements, led some observers to the belief that the company is looking to ABC as eventually its major revenue source. This, these observers felt, may have prompted AB-PT management to move toward more active direction of ABC.

In his annual report to the stockholders last spring, Mr. Goldenson noted that ABC had broken into the profit column in 1955 after operating at a loss during the first two years following the merger. He also reported that AB-PT's theatre gross income in 1955 was down about 4% from the 1954 total. He attributed about a third of the decrease in theatre gross to AB-PT's disposal of additional theatres in compliance with a government antitrust decree. The rest of the drop was attributed to lack of quality films during 1955's fourth quarter.

While theatre gross was down, AB-PT's overall net operating earnings were up 74% to a total of $8,218,000, and its total income of $194,662,000 was reported to be the highest in the Paramount company's six-year history.

A few weeks later, Mr. Goldenson told the annual stockholders meeting in May that "the most significant development during the past year has been the emergence of the broadcasting division as a sound, rapidly growing and increasingly profitable operation with a solid position in an expanding field of activity" [B•T, May 21].

At that time he also reiterated that the company's theatre business currently was not up to the preceding year's level. But overall, he said, estimated net operating profit of AB-PT in the first quarter was 34% ahead of the same period in 1954, and that an increase in net earnings for the second quarter was indicated.

Reporting to stockholders again in July, Mr. Goldenson stressed that the ABC Broadcasting Division had continued to show improvement and said AB-PT's overall net operating profit for the first six months of this year had risen to $4,202,000 from a total of $3,355,000 for the first half of the preceding year. Including net capital gains of $907,000 from the sale of theatre properties and sites, he said, consolidated half-year earnings amounted to $5,109,000 as against $3,438,000 for the first six months of 1955. AB-PT's net operating profit for the second quarter was placed at $1,632,000 as compared with $1,438,000 for the second quarter last year.

AB-PT directors, elected at the May meeting, are Mr. Goldenson; John Balaban, president, Balaban & Katz Corp., AB-PT subsidiary; A. H. Blank, president, Tri-States Theatre Corp., another AB-PT subsidiary; John A. Coleman, partner, Adler Coleman & Co., brokerage firm; Charles T. Fisher, Detroit banker; E. Chester Gersten, New York banker; Robert L. Huffines Jr., president, Textron American Inc.; William T. Kilborn, president, Flannery Mfg. Co; Sidney M. Markley, AB-PT vice president; Walter P. Marshall, president, Western Union Telegraph Co.; H. Hugh McConnell, insurance executive; Robert H. O'Brien, AB-PT financial vice president and secretary, and Robert B. Wilby, Wilby-Kincey Service Corp., an AB-PT subsidiary, plus Messrs. Kintner, Noble, Hinckley & Anderson.

ADVERTISERS & AGENCIES

MONOCHROME TV LEVELS OFF AS COLOR STARTS ITS PUSH

C&W's annual Videotown survey shows viewing slightly down, not increasing as in past years (see below). At the same time, new NBC-BBDO ColorTown report shows viewing doubles when a color set comes to the home (see page 46).

FOR the first time in history, television viewing has reached an apparent plateau—with a decline in both the number of people watching and the hours of individual attention to the set.

This is the surprising import of the ninth Videotown survey as it is being released today (Monday) by Cunningham & Walsh, New York.

The advertising agency has been issuing reports on Videotown since 1948. It is a continuing annual study of trends in tv sales and set usage and the impact of television on family life. Videotown is New Brunswick, N. J., which now has a population of about 40,000 and is located 30 miles southwest of New York City. It was selected eight years ago as the C & W tv testing ground because it has a unique tv location and yet is typical of an average U. S. community.

It is unique in that its proximity to New York City permits good reception of seven tv stations. New Brunswick has developed into a mature market for television, both in set buying and in viewing habits.

It is typical of the average American community, because it is an independent, self-contained market supported by its own industries and agricultural area. Although within distance of the Big City, few people within its limits commute to New York.

While Videotowners for the first time are not increasing their viewing hours, they also are spending less time at the motion picture theatre or with magazines. These developments also underscore a reversal of a trend that had set in at Videotown about two years ago. Then, the family read more and attended more movies.

The benefactors in the leisure period on weekday evenings seem to be the more intangibles of social activity. For example, Cunningham & Walsh found that set owners are dining out more and are stepping up visiting and entertaining of friends. They are more inclined to attend meetings, clubs, dances, and (principally on the part of males) sports events.

According to Gerald W. Tasker, a vice president and the director of research at C & W, evidence at hand indicates only a definite pattern that tv viewing has entered a period of stability.

Tv set saturation as of May 1956 in Videotown was 90.5% and total individual viewing hours are at about the 1954 level. As shown in the Videotown survey:

	Total People in Tv Homes	No. Viewing Per Day	Total Individual Hours Per Week
1953	28,434	21,610	395,801
1954	31,552	24,295	468,547
1955	32,504	28,278	505,437
1956	33,525	26,485	450,241

Mr. Tasker's report surmises that the leveling off in viewing probably will continue until some major change occurs in programming.

The seed for such a change might be planted by color television programming but just how much it can *increase* tv viewing in either totals or percentages is moot.

Last summer in an exclusive interview with B•T, Mr. Tasker predicted that as an advertising medium, color television should be blossoming in the 1958-59 period. He then based his observation on Videotown studies, including a special canvass last spring.

By a plateau, Mr. Tasker explains, it is meant that tv viewing should have both its "up and downs" from now on, but most likely not overtaking by any great lengths the "peak" reached in 1955.

Most of the loss this year was in the weekday evening viewing, which, the report concludes, apparently reached its level in 1953. Since that year, the average hours per week have been fluctuating. Morning viewing has reached a "temporary plateau, although its level seems low in comparison with other parts of the day." (Total for week for average person less than an hour in 1953 and 1955, 1½ hours in 1954 and just over an hour this year). Afternoon viewing (C & W places this period from noon to 5 p.m. because of Videotowners start their days early) hit a peak of 1 hour 39 minutes in 1954, dropped a bit in 1955 and again in 1956 to 1 hour 22 minutes per week.

Hint of the Change

According to past Videotown surveys, the appetite of the American family continually has been on the increase. But only last year, C & W's study hinted that something was afoot by noting that evidence then indicated viewers were selecting their programs with more care.

Color tv has yet to get off the ground at Videotown. More Videotowners in tv homes have seen a color telecast—23% compared to 17% last year, and 9% in 1954. In non-tv homes, 14% of respondents had seen a color telecast, half of them liking the color. About two-fifths of tv owners who saw color were favorably impressed, and three-fifths made unfavorable comments. About a half of those queried said they would like to own one, the majority favoring a set of the 21-inch size or larger. Tv owners thought $300 to $400 would be a fair price for a color receiver, while non-tv owners who gave an opinion, felt they would be willing to pay about $250.

In its random sample, C & W found color sets owned in two homes. Its special canvass of dealers last April produced a list of 18 color receivers in the Videotown area with 11 in private homes and seven in bars [B•T, July 9].

The first Videotown study of 1948 found 1.4% of families had a tv set in their homes. By 1955, there were 8 out of 10 homes with a tv set as compared to 1 in 70 in 1948. Total tv viewing increased each year as the number of people watching on the average weekday maintained an upward trend. For average individual time in front of the set, 1955 was the peak year, with 87% watching tv on an average weekday for an average of 15 hours 33 minutes per week. This year, 79% watched tv on an average weekday which is only 2% above the 1954 level. Average viewing per week this year: 14 hours 25.8 minutes.

The decrease in viewing was general, regardless of sex, age and length of tv ownership. Early tv fans remain the most "ardent" viewers. Homes with tv before 1954 had sets tuned in for 3 hours 50 minutes on the average weekday evening, compared with a little over 3 hours for the newer owners.

Individual members of "older" tv families watched about 12 hours 15 minutes a week during weekday evenings but people in newer tv homes watched 10 hours 10 minutes per week.

Most consistent viewing is still in the evening with 8 out of 10 (includes husbands, wives, and teen-age children) watching tv at some time on the average weekday evening. This is a slight drop from the peak last year when the average was close to 9 out of 10. C & W found children under 10 now are the least apt to watch on any one evening and when they do view tv, they spend less time than other members of the family, partly because of early bedtime.

In total hours spent on tv in the evening weekdays, children under 10 spent a little over seven hours, teen-agers about 10 hours, husbands and wives about 13 hours and "other adults" about 10 hours. This represents a drop of from 1 to 3 hours weekly for all of the categories, except for "other adult males" whose level was close to last year.

Again, supporting the decline in viewing, the Videotown study noted that on the average weekday evening, fewer sets tuned in—89% this year compared to 96% last year—and for a shorter time—3 hours 55 minutes this year and 4 hours 15 minutes last year.

Actually, about half of the available time on a weekday evening in Videotown is spent with television. C & W figures that about 30 hours total is available for viewing in the evening during the week (Monday-Friday). Of that number, about 13¼ hours last year were used before the tv set on an average. This year the hours dropped to a little over 11.

Of all Videotown wives, about 85% watch tv sometime during the day. This is 7% less than last year. All other categories show declines: morning viewing down to 11%, off 6%; afternoon down to 20%, a loss of 7%, and evening viewing at 81% or 8% under last year. For all people the decline is from 87% last year to 79% this year.

There is a decline for the housewife in radio listening, too. This occurs mostly in the morning, however, where listening dropped from 43% to 39% holding steady in afternoon and evening. But for all people, radio slipped only one percentage point, most of the decline in the morning hours and actually picking up in the afternoon and evening. Morning radio still tops tv in that period of the day.

The Videotown study also found that the amount of time spent listening to radio weekdays—when people listen—has remained steady for almost two years. Total hours for the average person for the whole day (2.86) are at about last year's level (2.85) and slightly below previous years.

In its census of radio ownership in Videotown, C&W found more radios in the bedrooms and kitchens of tv homes, which leads to a conclusion that perhaps these increases account for the maintenance in radio listening. The study finds about 94% of all families with one or more radios (near the national average of about 96%). In tv homes, 46% had more than one radio compared to 37% in non-tv homes (tv homes averaged 2.1 radios per home, non-tv homes, 1.8).

In 9% of the homes, both the tv and the

HOURS OF TV VIEWING AND RADIO LISTENING IN TV HOMES

Tv Viewing

	Hours Per Day When Watching				*Hours Per Week* All People*			
Wives	'53	'54	'55	'56	'53	'54	'55	'56
Morning	2.19	2.16	1.23	1.90	1.28	2.35	1.05	1.04
Afternoon	2.04	2.18	1.74	1.99	1.94	2.70	2.35	1.99
Evening	3.56	3.51	3.45	3.17	13.90	13.80	15.40	12.84
All Day	3.84	4.11	3.89	3.47	17.12	18.85	18.80	15.87
All People—Average								
Morning	1.98	2.16	1.70	2.03	.79	1.50	.95	1.02
Afternoon	1.62	2.08	1.45	1.60	1.13	1.65	1.40	1.36
Evening	3.29	3.16	3.11	2.95	12.00	11.70	13.20	11.05
All Day	3.52	3.58	3.39	3.28	13.92	14.85	15.55	14.43

Radio Listening

	Hours Per Day When Listening				*Hours Per Week** All People*			
Wives	'53	'54	'55	'56	'53	'54	'55	'56
Morning	2.05	2.09	1.95	1.58	4.30	4.65	4.15	3.08
Afternoon	2.18	2.15	1.62	1.72	1.75	1.85	1.00	1.20
Evening	1.35	1.27	1.22	1.25	.81	.95	.80	.88
All Day	2.58	2.41	2.30	2.21	6.86	7.45	5.95	5.16
All People—Average								
Morning	1.49	1.49	1.36	1.29	1.64	1.75	1.70	1.48
Afternoon	2.05	1.83	1.37	1 47	.76	.73	.55	.66
Evening	1.47	1.29	1.19	1.20	.66	.65	.60	.72
All Day	2.00	1.89	1.71	1.60	3.06	3.13	2.85	2.86

* Watching or not.
** Listening or not.

radio set were tuned in at the same time at some time during the day—mostly in the evening and in the morning.

In a look at viewing and listening habits of housewives in Videotown, the study found 26% listening to the radio (concentrated mostly in the morning) while they were engaged in chores around the house. In tv, the percentage was 8, with this combination of housework and viewing occurring more often in the evening than in other parts of the day.

A trend toward greater selectivity continues. Members of the family do not spend as many hours viewing on any one evening as in the past. Eighteen out of 20 sets are turned on for an average 3 hours 55 minutes each evening (last year 19 out of 20 sets were on for 4½ hours). Dad now watches 13 hours in the evenings, Monday through Friday, compared to 14 last year; Mom spends 12.9 hours this year compared to 15 a year ago.

The Videotown study found the family shifting to other social and leisure time activity this year, principally those outside the home that had not shown a previous recovery.

Entertaining and visiting had been on the increase in Videotown in the years of low tv saturation. But this activity slowed and then declined as set ownership became more widespread. In 1950, about 25% of the adults in the tv families reported entertaining or visiting friends; in 1951, this percentage was cut in half and remained there through 1953; then hit a low point (about 10%) in the past two years. This year, the increase is slight—to 12%, but enough of a rise to bring the level to about where it was in 1951 through 1953. Small increases also were noted in other social activities.

Movie attendance, which took its worst beating with the advent of tv (the family cutting its attendance by an average 77% with the purchase of a tv receiver), was bouncing back in 1953. The weekday attendance last year reached its peak in the post-tv period, although in tv homes it still was less than two-thirds the pre-tv level. This year, however, attendance in tv homes was set back again, dropping to the level of the early tv years.

Magazine reading in tv families also dropped. In the first year of tv in the home, magazine reading on a weekday evening dipped 53% but, like movie attendance, a reversal of the trend set in by 1953 and reading increased each successive year. In 1955 about 50% more adults than in 1954 reported they read a magazine on the average weekday evening. This year, however, magazine reading receded to about 25% above the 1954 level but below 1955. The loss in magazine readers is among housewives—men readers actually increased slightly.

No significant change was recorded in newspaper reading which has maintained a high level in the family. In fact, tv set ownership in Videotown has had little effect on newspaper reading (it went up in 1951, 1952 and in 1953 and since then has shown only "very slight fluctuations").

While no conclusions are made in the study, it is speculated that moviegoing and magazine reading also are on a plateau with tv and thus "for a time . . . show slight ups and downs from year to year."

Age of sets is on the increase, thus signaling "a lush replacement market," except that only about a third of those sets purchased four years ago (average replacement rate has moved from 4 years last year to 4.6 years this year) have been replaced. While there has been a steady increase in the number of two- and three-set homes (1% in 1951, 7.2% in 1955 and 8.7% in 1956), C & W found that the second set market has not materialized—only about 1/6th% of total owners said they thought of buying a set this year as a second set for another room. The 21-inch screen, which has dominated sales since 1953, continues as the size preference.

There was no evidence of high enthusiasm for portable tv sets. While three-fifths of those questioned knew about portable tv, less than a quarter of all tv owners thought they would be interested in buying a portable.

With saturation over 90%, the size of the "average tv family" now is 3.37, nearly the same as Videotown's "average family" (3.26).

Average family size of new owners is 3.12; non-owners, 2.29; two-set families, 4.46 and all replacement families, 3.55.

The average family obviously shunned the radio dial in the evening hours once tv was ushered into the house. In 1951, the Videotown tv families listening to radio on weekday evenings shrunk to a mere 5% as compared to the fat 60% listening that existed before the tv set arrived.

But since that time, the percentage of family listening (tv homes) in the evening has increased with each year: 8% in 1952; 9% in 1953; 10% in 1954 and also 1955, and 12% this year. In the afternoon, radio listening in the tv home has been erratic since its 6% low point in 1951—to 9% in 1952, at 8% for three years and now once again it is at 9%. Housewives, however, who had maintained a 15% to 19% average in the numbers listening to radio in the afternoon in past years dropped this year to 14%.

The size of the morning radio audience has not been affected by tv. The numbers listening to radio at some time in the morning have been increasing up until this year—10% in 1951 (about the same as for non-tv homes), 15% in 1952 and 25% in 1955. This year the percentage stands at 23, the same as in 1954. Again, the number of housewives listening to radio in the morning was down this year (39%). In the other years: 1951, 25%; 1952, 33%; 1953, 42%; 1954, 45%, and 1955, 43%.

COLORTOWN: NEW AMERICAN COMMUNITY GAUGES THE VIEWING PATTERNS OF TV

CAN color deliver in terms of audience and commercial impact?

These questions apparently have been answered in the affirmative, at least in part, in the first findings released Friday from "ColorTown", a continuing study by NBC and BBDO of the growth and impact of color tv in a medium-sized American city.

As summarized in a joint announcement by Hugh M. Beville Jr., NBC vice president for planning and development, and Ben Gedalecia, director of research at BBDO:

- Color doubles the audience of television programs.
- Color more than doubles the impact of commercial messages.

The "ColorTown" project is sponsored jointly by BBDO and NBC and conducted by Advertest Research Inc. Launched nearly a year ago (November 1955), the project took a "benchmark" survey of 4,000 homes and followed this up in February with an intensive study of color set owners [March 5, 1956].

NBC and BBDO noted that within "limitations" imposed by the relatively small number of color set owners and color programs at the time of the survey, the "following patterns seem to be emerging":

- Color boosts viewing, it induces increased viewing by a group which ordinarily watches tv less than the average and will attract viewing by color owners who perhaps would not have tuned in to the program in black-and-white.
- Color boosts the impact of as well as the attention to commercials.
- Owners of colorsets earn more, live better, are more influential and active in the community in which they live.

The initial findings of "ColorTown" were released at about the same time as the annual Videotown survey which is conducted by Cunningham & Walsh (see story, page 44). Videotown did not go into color extensively, nor did it report on whether color programs increase audience or commerical impact.

But Videotown did report that of 14% of respondents who did not have any tv in their homes, half liked the color, and that about two-fifths of tv owners who saw color were "favorably impressed" while three-fifths made "unfavorable" comments. Such comments as "vivid," "beautiful," "interesting" and "wonderful" were made by those who liked color. Unfavorable reactions included such expressions as: "disappointed," "colors artificial, gaudy," "not perfected yet," "hurts eyes." Still other objections were based on the small screen and the high price of a set.

The Videotown study was hampered in its color search as it found only a few colorsets in existence. Privately, however, Videotown researchers believe that color may provide the added excitement to tv programming that would up the increase of tv viewing. For the first time in its history, the Videotown (actually New Brunswick, N. J.)

study reported tv viewing had reached an apparent plateau.

The Videotown survey uncovered an important change, however, in that color is being seen by more people than ever before. Last year, 17% had seen a color telecast. This year, the number jumped to 23%. In general, Videotown pollsters found people ready, willing and able to buy color once the price drops to a "fair" level. That price range varies from $250 among non-tv owners to between $300 and $400 among current tv owners. Median price of the latter category is $363, which is still below the current costs of color receivers.

The "ColorTown" survey—actually comparisons of color and black-and-white viewing—was based on an analysis of viewing during a sample week by two matched groups, one made up of color owners and the other of black-and-white owners. To assemble a sufficient number of color set owners, the regular "ColorTown" panel was augmented by additional color set owners who live within that community.

The joint BBDO and NBC announcement noted:

"Comparing the viewing of color programs in color homes and the same programs in black-and-white homes, two effects were noted:

"(1) More color homes watched the shows and (2) there were more viewers per home in color homes. The net result of these two effects was to double the audience to color shows in color homes. That is, twice as many persons watched these shows per hundred color homes as per hundred black-and-white homes."

It was found that on a group of control programs in black-and-white, color set owners watched less than black-and-white homes. When a combination of black-and-white and color scenes was used on the same program, color viewers indicated annoyance, apparently preferring the entire show in color.

In its findings on commercials in color, the study showed, the color medium increased the number of viewers who could recall at least one of the products advertised. Color also increased the number of products remembered. According to the findings:

"The net result of these two effects is that total recall (number of products recalled per hundred viewers) is more than doubled."

Commercials in color increased attention. Viewers said they considered these commercials "superior" to those in black-and-white.

Said the NBC-BBDO research team:

"Overall, color more than doubles the number of viewers who report they are 'more inclined to buy this product' after seeing the commercial."

In its findings, BBDO-NBC discovered that seven times as many color set owners as black-and-white receiver owners fall in "high income" groups, with a quarter more owning homes. They also were found to be the more influential and active in the community, belonging to more church organizations, social clubs, engaging in more fund raising and taking part in more civic and business associations. In general, color set owners belonged to twice as many clubs and organizations as black-and-white set owners.

In a special Videotown study, last April, Cunningham & Walsh also conducted a special canvass of dealers and color set owners. In that study—of color alone—the agency found that the families with color sets in the New Brunswick area (11 in private homes and seven in bars) tended to be of a certain category. Generally, they were in the older age groups, or middle or high income, and in executive or professional groups with a below average number of young children.

The joint announcement by BBDO and NBC said additional tabulations of the project are in progress and that a more complete report would be released "around the end of this year."

COLORCASTING®

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Oct. 15 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

Oct. 16 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk through Gardner & S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Oct. 23).

Oct. 17 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Oct. 31).

Oct. 19 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Oct. 26).

Oct. 21 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Oct. 28).

Oct. 22-26 (3-3:30 p.m.) *The Big Payoff,* Colgate-Palmolive Co. through William Esty.

NBC-TV

Oct. 15 (8-9:25 p.m.) *Producers' Showcase,* "The Letter," RCA and Whirlpool through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Oct. 15-19 (3-4 p.m.) *Matinee,* participating sponsors (also Oct. 22-24, 29-Nov. 2, Nov. 5-9, 12-16).

Oct. 16 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample and Vicks Chemical Co. through BBDO (also Oct. 23, 30, Nov. 6, 13).

Oct. 17 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Oct. 24, 31, Nov. 7, 14).

Oct. 18 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Oct. 25, Nov. 1, 8, 15).

Oct. 19 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv. and R. J. Reynolds Co. through Wm. Esty on alternating weeks (also Oct. 26, Nov. 2, 9).

Oct. 20 (10-11 p.m.) *Perry Como Show,* participating sponsors (also Oct. 27, Nov. 3, 10).

Oct. 22 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Oct. 29, Nov. 5).

Oct. 23 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson and Max Factor Co. through Doyle Dane Bernbach (also Oct. 30, Nov. 6, 13).

Oct. 27 (9-10:30 p.m.) *The Saturday Spectacular,* "Manhattan Towers," Oldsmobile through D. P. Brother and RCA and Whirlpool through Kenyon & Eckhardt.

Oct. 28 (7:30-9 p.m.) *Hallmark Hall of Fame,* "Born Yesterday," Hallmark Cards through Foote, Cone & Belding.

Oct. 28 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam (also Nov. 11).

Nov. 2 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald.

Nov. 4 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller & Smith & Ross.

Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA & Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

[Note: This schedule will be corrected to press time of each issue of B•T]

Institute of Life Insurance Using Radio in 30 Markets

THE INSTITUTE of Life Insurance will use 2,200 spot announcements on life insurance on farm shows in 30 markets, starting today (Monday), the Institute announced last week. J. Walter Thompson, New York, is its agency.

The campaign will run through May, supplementing newspaper schedules in rural areas.

"This year's Institute-sponsored advertising," Holgar J. Johnson, president of the institute, said "presenting information about life insurance performance, and keyed to an attention-getting theme, is a further step in the continuing program of developing a warmer public attitude toward life insurance . . ."

MORE CREATIVITY SEEN AS AGENCY NEED

Solution to problems of growing competition in advertising and diminishing share-of-attention by consumers offered at annual meeting of western region of American Assn. of Advertising Agencies.

GREATER CREATIVITY—to overcome the growing competition in advertising and the diminishing share-of-attention by the consumer—was the keynote of the 19th annual meeting of the western region of the American Assn. of Advertising Agencies last week at Coronado, Calif.

A record attendance of more than 450 agency, advertising and media representatives also heard strong pleas for preservation of creative personnel, an expanded program of recruitment and training of all personnel for agency work and new evaluation of the 15% fee system. Speakers called for better proof to advertisers that they are getting what they pay for, as well as for closer and more stable agency-advertiser "partnerships."

GUESTS at governor's reception opening 4-A western region convention at Coronado, Calif., included (l to r) John C. Morse, president of Dan B. Miner Co., Los Angeles; John R. Little, vice president and manager of Foote, Cone & Belding, San Francisco; first lady of the convention, Mrs. Trevor Evans, wife of the 1955-56 4-A Western Region chairman who is president of Pacific National Adv., Seattle; Mrs. John R. Little, and Nelson Carter, vice president, FC&B, Los Angeles.

Held Sunday through Wednesday at Hotel del Coronado, the western region meeting heard 4-A President Frederic R. Gamble remove all doubt that the advertising profession would have difficulty living under the Justice Dept.'s antitrust degree. Rather, he noted, the industry would find that the legal guideposts set out in the consent decree will be of considerable value in planning and operation, providing legal interpretations where only doubt and confusion existed before the Justice Dept. action, begun in January 1954.

Mr. Gamble cited growth of 4-A membership in the past year to a total of 325 member agencies (317 last year) with 33,000 people (up 4,000). He outlined plans to establish a regional 4-A office in San Francisco (see story page 51) and approval of a $20,000 budget to expand 4-A's personnel recruitment program which is replacing the annual aptitude examinations.

John H. Tinker Jr., senior vice president and creative director of McCann-Erickson Inc., New York, observed that with product difference rapidly diminishing, "the personal point of view of the gifted creative person can become the persuasive pivot for the sale to turn on." But, he explained, "not only have extra services made our business increasingly complex, but the pure creative operation has also become more complicated, placing a heavy responsibility on creative management personnel. Television alone has easily tripled our creative headaches."

Reflecting on the changes demanded by tv in agency management thinking, Mr. Tinker observed that the weekend of a tv executive "has been described as about an hour and a half. It's a happy life of hysteria—doom, despair and dyspepsia.

"Ten to 25 pictures for a storyboard. Music, recordings, sound tracks, unions, rehearsals, 4,000 bucks to shoot a 60-second spot, royalties for the actors, production hassles, etc., etc.

"Then if you take the poor beat-up creative genius who's got to pull it all together and ask him to sort out per capita sales figures, marketing strategy, red, white and green charts . . . Mister, you're going to have a real glassy-eyed individual."

Mr. Tinker emphasized the need for tv commercials to "be brighter than ever these days. A few years ago my family and I would see from 20 to 30 commercials in an average evening. Today we have from 40 to 70 thrown at us. I saw five during a one-minute station break. In fact, they came so close together I thought I was still looking at a headache remedy commercial when I found I was half-way through a cigarette pitch.

Noting many of the seasoned men in management today are between 40 and 60 years old, he said "many of us grew up in the reasonably simple and sane days when print was the big boy and radio was a strong sideline." This group is a "lost generation" in tv, he said, but weekly sessions conducted at McCann-Erickson for all facets of management within the agency to study the fundamentals of creative tv are helping discover new talents in many people formerly afraid to tackle tv.

John R. Little, vice president and manager of Foote, Cone & Belding, San Francisco, said "creativity is everybody's business in the agency" and is becoming a more important factor as the bulk of advertising grows and the attention time of the consumer shortens.

Noting the great mass of competing ads in publications today for similar products as well as the mass of ads for all products competing for recognition, Mr. Little commented, "Television is no exception to the rule of bulk. When was the last time you fell through the floor because you saw your product commercial buried in a sequence of others—a phenomenon calculated to encourage the audience to use this particular time to go to the bathroom?"

To solve the problem through greater creativity, Mr. Little urged agency executives to organize their shops for better creativity and stimulate more individual participation. "Be willing to pay for creativity," he said, and praise it for a job done well. Communication with the staff must be improved and the environment kept democratic, he added.

Creative Thinking Stressed

Along the line of stimulating creative thinking and building idea resourcefulness, Charles W. Reed, BBDO, San Francisco, told how brainstorming makes people more productive. He said BBDO offices across the U. S. had 300 brainstorm sessions this past year which produced 15,000 "extra" ideas.

Emphasizing that brainstorming never replaces the need for individual creative thinking, Mr. Reed said, however, that the sessions force people to learn more of their own creative capacity and resourcefulness and make them learn to think faster. Other values of such sessions are the "sense of belonging" given to staff participants, the building of morale and greater cooperation in all agency activities as well as the better understanding of company problems.

Whitney Drayton, advertising manager of Hunt Foods Inc., Fullerton, Calif., asked agency representatives to "strive to build more permanent relationships between agencies and advertisers." He said there are too many changes of agencies and clients "just for the sake of a change."

Charles H. Brower, executive vice president in charge of creative services, BBDO, New York, also noted the plight of the

Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

● **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:

1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
2. A minimum of **20 special one-week displays.**
3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
4. Complete merchandising reports issued to you twice each 13 weeks.

● **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.

● **W-I-T-H Weekly Merchandising Service** with independent GA Stores.

● PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

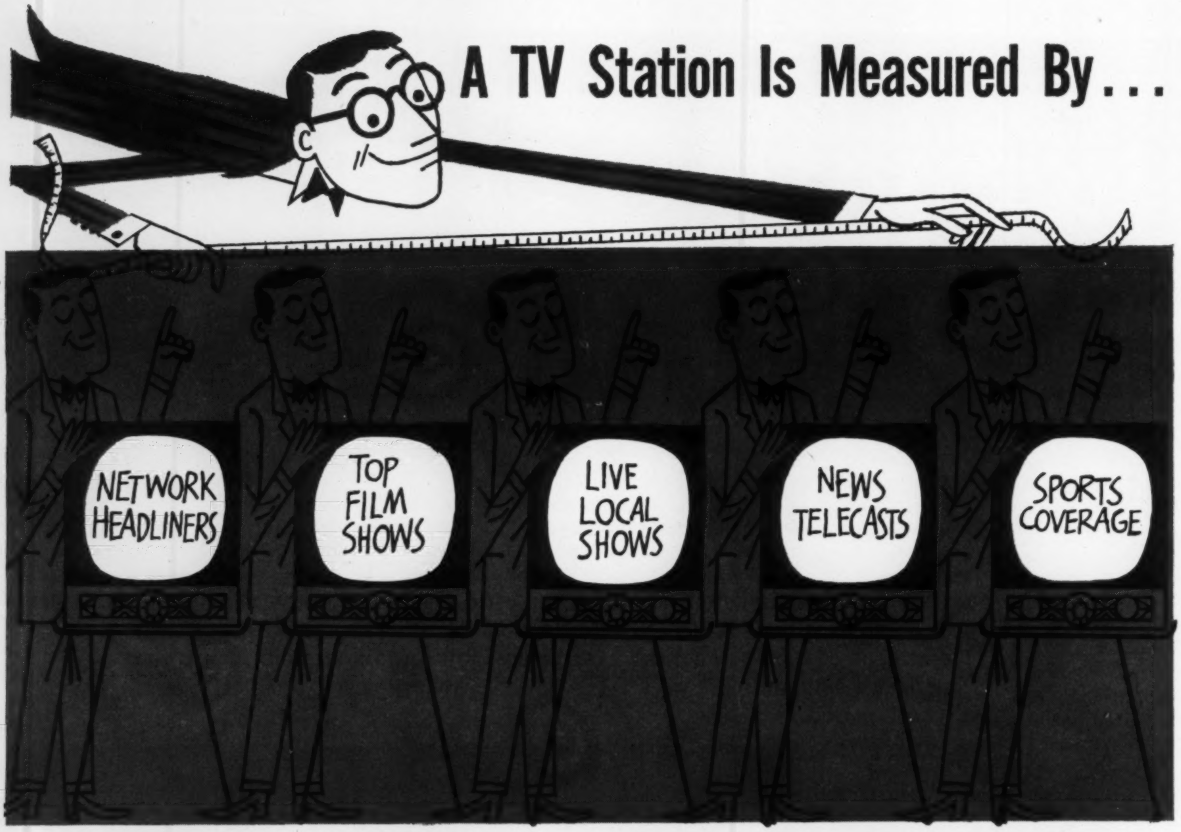
Buy W-I-T-H CONFIDENCE

Tom Tinsley
President

R. C. Embry
Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

A TV Station Is Measured By...



...ITS PROGRAMMING!

And WSM-TV programming holds a popularity lead in this market, according to both A.R.B. and Pulse. This popularity covers all categories:

NETWORK HEADLINERS — As the NBC-TV station in this market, WSM-TV gets a consistently larger share of the local audience for network shows (according to A.R.B. and Pulse) than the national average (according to Trendex) — proof positive that national standings cannot be neatly applied to all local situations.

TOP FILM SHOWS—According to the most recent survey of this three-station market, the 10 top syndicated film shows are all on WSM-TV.

LIVE LOCAL SHOWS — With a talent pool of more than 200, many of them nationally famous stars, WSM-TV is recognized as one of the country's leading stations in the production of top caliber live local shows. Such headliners as NOON, OPRY MATINEE, TELEVISIT, and CHANNEL 4 CLUB consistently reflect the know-how of a staff that produces network commercial shows on both television and radio for such top-drawer advertisers as R. J. Reynolds, Ralston-Purina and Pet Milk.

NEWS TELECASTS — An aggressive 9-man news staff, five wire services, two film services, staff cars, and complete kleig lighting and motion picture equipment all contribute to the WSM-TV news coverage success story The station has also telecast more than 675 remotes of special local and regional newsworthy events.

SPORTS COVERAGE — Vanderbilt University basketball, exclusive TV coverage of Nashville's Southern League baseball team, NCAA basketball remotes from as far away as Bowling Green, Kentucky, Vanderbilt football highlights, steeplechases and stock car races are just a few of the many local and area headliners in the WSM-TV sports parade that continues to fascinate viewers in this market.

WSM-TV

Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

creative worker and in a light-veined slide presentation made the serious point of need for greater preservation measures for one breed, the copywriter.

"The real top selling ideas come from individual minds," he said. "Meetings—call them brainstorms or what you will—can serve to stimulate the individual mind. But finally, and strangely enough usually in the last period of desperation, one man or one woman comes up with the idea. These are precious today. Unless we do something to protect and help them, they will be as extinct as the Passenger Pigeon in another 10 or 20 years."

His solution: Sympathetic and understanding management which guides and leads, doesn't dictate and acknowledges work well done.

Larry Nolte, advertising manager of White King Soap Co., Los Angeles, told agencymen "we must take the 15% matter seriously. The more you resist discussion, the more trouble you will have." He called upon agency executives to "work harder" to show that their 15% is justified and suggested that they take their books to the client in this attempt, rather than inviting the client to come and inspect them if he might want to.

Del Porter and Robert Sande, Song Ad Film-Radio Productions, Hollywood, explained how "rhythm, rhyme and repetition" of singing commercials in radio and the animated counterpart in tv are effective sales vehicles. Using typical case history spots, Mr. Sande showed the agency men how the musical and copy theme are integrated in both media for higher retention value. He noted that once a viewer has seen the animated spot, he automatically visualizes the tv commercial product picture in his mind's eye whenever he hears the radio jingle driving in his car, at an outing or at home.

A. F. H. Armstrong, Leo Burnett Co., Chicago, gave results of an informal survey of women's likes in printed media advertisements, and C. D. Jackson, vice president of Time Inc., New York, related the importance of communication technique in world affairs.

Joseph Epstein, Fitzgerald Adv., New Orleans, and chairman of the 4-A Committee on Agency Personnel, gave details of the expanded 4-A personnel recruiting project in cooperation with high school and college teachers and vocational guidance counselors.

Regional Office for AAAA To Open in San Francisco

AMERICAN Assn. of Advertising Agencies will open a regional office in San Francisco on or about Nov. 1, Frederic R. Gamble, 4-A president, announced last week at the 4-A western region convention in Coronado, Calif. The executive in charge will be John L. Del Mar, who for some time has been assigned to western region responsibilities at 4-A headquarters in New York.

Purpose of the San Francisco office, Mr. Gamble said, will be to serve the 4-A western region and its five local councils on region and council activities. The 4-A western region includes the area west of the Rocky Mts. and is one of four areas of 4-A.

The new office will not be a branch of 4-A headquarters, Mr. Gamble pointed out, since it will not be equipped to serve individual inquiries and requests from member agencies. Rather, it will assist the councils on expanded 4-A programs in the fields of personnel and relations, he explained.

The new San Francisco office will be located in the Russ Bldg. at 235 Montgomery St. Margaret Dodd, also of 4-A New York headquarters, will assist Mr. Del Mar.

Campbell Elected Chairman Of AAAA Western Region

ROY CAMPBELL, executive vice president in charge of the western division of Foote, Cone & Belding, Los Angeles, was elected chairman of the western region of the American Assn. of Advertising Agencies last week at the west coast group's 19th annual meeting in Coronado, Calif. He succeeds Trevor Evans, Pacific National Adv., Seattle.

MR. CAMPBELL

Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, was elected vice chairman of the 4-A western region succeeding John C. Morse, Dan B. Miner Co., Los Angeles. Ray Clinton, media director of Philip J. Meany Co., Los Angeles, was named secretary-treasurer. He replaces Harry S. Pearson, McCarty Co. of Seattle, Wash.

Staff for Sales-Servicing Expanded by A. C. Nielsen

EXPANSION of the sales-servicing staff for Nielsen Station Index and Nielsen Coverage Service activities and opening of new centrally-located contact office in Chicago were announced last week by John K. Churchill, vice president of A. C. Nielsen Co. New office in London-Guarantee Bldg. (360 N. Michigan Ave.) is headed by William R. Wyatt, vice president and central division manager for local broadcast measurement services. Other personnel are Bernard T. (Ben) Wilson, formerly president-general manager of WTVI (TV) [now KTVI (TV) St. Louis], as account executive, and Elliott H. Johnson, former media analyst at Foote, Cone & Belding, as administrative assistant.

Nelson on Leave From Kudner

LINNEA NELSON, television analyist with Kudner Agency, is taking an indefinite leave of absence effective tomorrow (Tuesday). Prior to joining Kudner Miss Nelson was in charge of radio and television timebuying and research for J. Walter Thompson, New York, for 24 years. She resigned from that agency in 1951 and joined Kudner to help handle the '52 Eisenhower campaign and has been there since.

CONKLIN MANN, C & W TO MERGE

CONKLIN Mann & Sons, New York, an agency billing approximately $3.5 million, will merge with Cunningham & Walsh, New York, effective Nov. 1.

Conklin Mann, president, and Richard Mann, vice president, also will join C&W, along with the rest of the staff. Both executives will be vice presidents at C&W.

All of Conklin Mann's accounts, among them the chemical and agricultural divisions, American Cyanamid Co., sponge products division, B. F. Goodrich, and George W. Helme Co., are going to C&W.

The agency has placed very little in radio and television for its accounts.

Pabst, Burnett Talking Switch to CBS-TV Show

NEGOTIATIONS for sponsorship of a network tv property by Kellogg Co. and for the possible cancellation of another by Pabst Brewing Co. were underway at Leo Burnett Co. last Thursday.

The Chicago agency is in the last stage of closing a deal for Kellogg sponsorship of CBS-TV's *Name That Tune*, being dropped by Lanolin Plus after Nov. 20. Kellogg would alternate the Tuesday evening (7:30-9 p.m. EDT) program with Whitehall Pharmacal Co.

The possible cancellation involves dropping by Pabst of the *Wednesday Night Fights* on ABC Radio-Tv by the first of the year. Burnett and Pabst executives huddled Thursday with discussions of the brewing company's overall 1957 advertising budget, including fight radio-tv plans and other programs, such as ABC-TV *It's Polka Time*, which Pabst reportedly is considering on a spot basis.

Buchen Names Three VP's

ELECTION of three new vice presidents from its account and research ranks was announced last week by the Buchen Co., Chicago advertising agency. Elected by the board of directors were J. Wesley Rosberg, research director and formerly with Henri, Hurst & McDonald; Henry W. Tymick, account executive and onetime president of the Chicago Industrial Advertisers Assn., and George Weisenbach, also account executive and formerly with sales and advertising staff of Firestone Tire & Rubber Co.

Zenith Seeks New Agency

ZENITH Radio Corp. last week was seeking a new agency to handle its radio-tv advertising after announcing it would drop BBDO effective Jan. 1, 1957. A selection will be made shortly, according to L. C. Truesdell, Zenith vice president. Zenith currently is one-quarter sponsor of NCAA-NBC-TV football telecasts. The company's hearing aid division account is handled by MacFarland, Aveyard & Co., Chicago.

'POWERHOUSE' QUOTE CLARIFIED BY BBDO

No slight intended to 50 kw radio stations, according to letter following report. Conclusions 'perhaps too broad.'

CLARIFICATION of references to "powerhouse" radio station as used in a BBDO analysis outlining the history and potential of radio as an advertising medium [B•T, Oct 1] was sent last week to all members of the trade who had received the original report.

The report, "A Discussion of Radio," was prepared by the agency's research department and investigated the past, present and future of the medium. Its verdict was that radio as an advertising medium is not only alive but a necessity for the advertiser and the public. The reference to "powerhouse' stations mentioned that the influence of these stations has been relegated to the past along with "tonnage buys" (in which low cost overrides other considerations). Several stations have pointed out, privately, that the report contained no findings to justify this view.

In his clarifying letter, Fred Barrett, vice president and media director of BBDO, stated in substance that few radio campaigns placed by BBDO fail to include "a substantial representation" of 50 kw stations which are dominant in the areas they serve. He said conclusions in the report were "perhaps too broad and too briefly stated to clearly convey the impressions that were intended."

The full text of Mr. Barrett's letter:

"Within the past week, the BBDO radio and tv research department has distributed a booklet entitled "A Discussion of Radio—Past, Present and Future". It has been given great publicity within the trade and no doubt you have been asked about it.

"As you can see, this report is an extremely important research document and offers some very useful information on radio today. It is an analysis that will be invaluable in discussing the importance of radio in the television era. However, at the end of this report there are some 'conclusions' made that are, perhaps, too broad and too briefly stated to clearly convey the impressions that were intended. Specifically, there is one reference to 'so-called powerhouse stations' which, as quoted in the trade press, appears to controvert the position and the practice of BBDO.

"The policy of the media department on this score is very clearcut. We believe that each situation calls for diferent strategies of buying. Judgment on the part of the buyer, account executive and client must be exercised at all times in the selection of a station list. There is no set formula or pattern that will serve the best interest of all accounts.

"However, as in all other media, we lean toward buying 'leadership' in radio. Our evaluation of stations is never limited to figures dealing only with watts or physical coverage. We give great weight to a station's influence and believability, as reflected in the attitude of the listeners. We consider programming, station management, and the service a station renders the public as well as its facilities. The quality of a station's circulation is as important as its quantity.

"Based on these criteria, there are few campaigns placed by BBDO which do not include a substantial representation of the 50,000 watt stations that are dominant in the areas they serve. But in every instance power is only one of the factors involved in station selection. There are excellent and mediocre clear channel stations, just as there are good and poor stations of lesser wattage.

"In short, we cannot make any generalizations on radio at the station level. In a medium characterized by continuous change, buying will always be subject to constantly differing stratagems. There is substantial research available documenting the difference between stations and their comparative importance and values. Our judgment of facts, based on the specific objectives of each client, must always be the controlling factor.

"We would appreciate your considered study of this important document. In discussing it with clients and reps, we should make it a point to clarify any misunderstanding that may develop from the interpretations some people elect to attach to the trade press quotations."

OFFICAL opening of Foote, Cone & Belding's new Detroit office brought out a welcoming contingent from Ford Motor Co.'s Special Products Div., whose account agency will handle [B•T, Oct. 1]. L to r: Charles S. Winston Jr., manager of FC&B Detroit office; R. F. G. Copeland, assistant general sales manager, Special Products Div.; R. E. Krafve, division general manager; Fairfax M. Cone, FC&B president, who will head creative task force as special management representative; J. C. (Larry) Doyle, division's general sales manager, and Clyde E. Rapp, associate manager of agency's Detroit office. Division is designing and engineering new Ford car, to be unveiled next fall (1957).

Hogan, Rose & Co. Opens New Offices in Knoxville

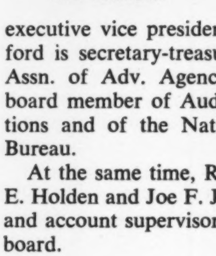
HOGAN, ROSE & Co., Knoxville, Tenn., advertising agency, has announced the opening of new offices at 105 W. 5th Ave. The firm, organized in 1954 by Joseph P. Hogan and John M. Rose, handles market planning, public relations and advertising for some 30 clients in Tennessee, Virginia, North Carolina and Georgia.

The new quarters have been remodeled and comprise about 2,600 sq. ft., which will house the general and executive offices, research, traffic and production departments.

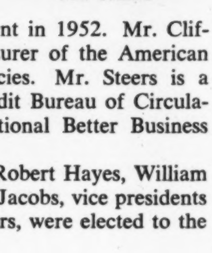
Clifford, Steers Get Top Post at DCS&S

DONALD K. CLIFFORD, a founding partner and president of Doherty, Clifford, Steers & Shenfield Inc., New York, last week was elected chairman of the board, and William Steers, another original partner and executive vice president, was elected president by the agency's board of directors.

Mr. Clifford had been president of the agency since 1951. Mr. Steers was elected executive vice president in 1952. Mr. Clifford is secretary-treasurer of the American Assn. of Adv. Agencies. Mr. Steers is a board member of Audit Bureau of Circulations and of the National Better Business Bureau.



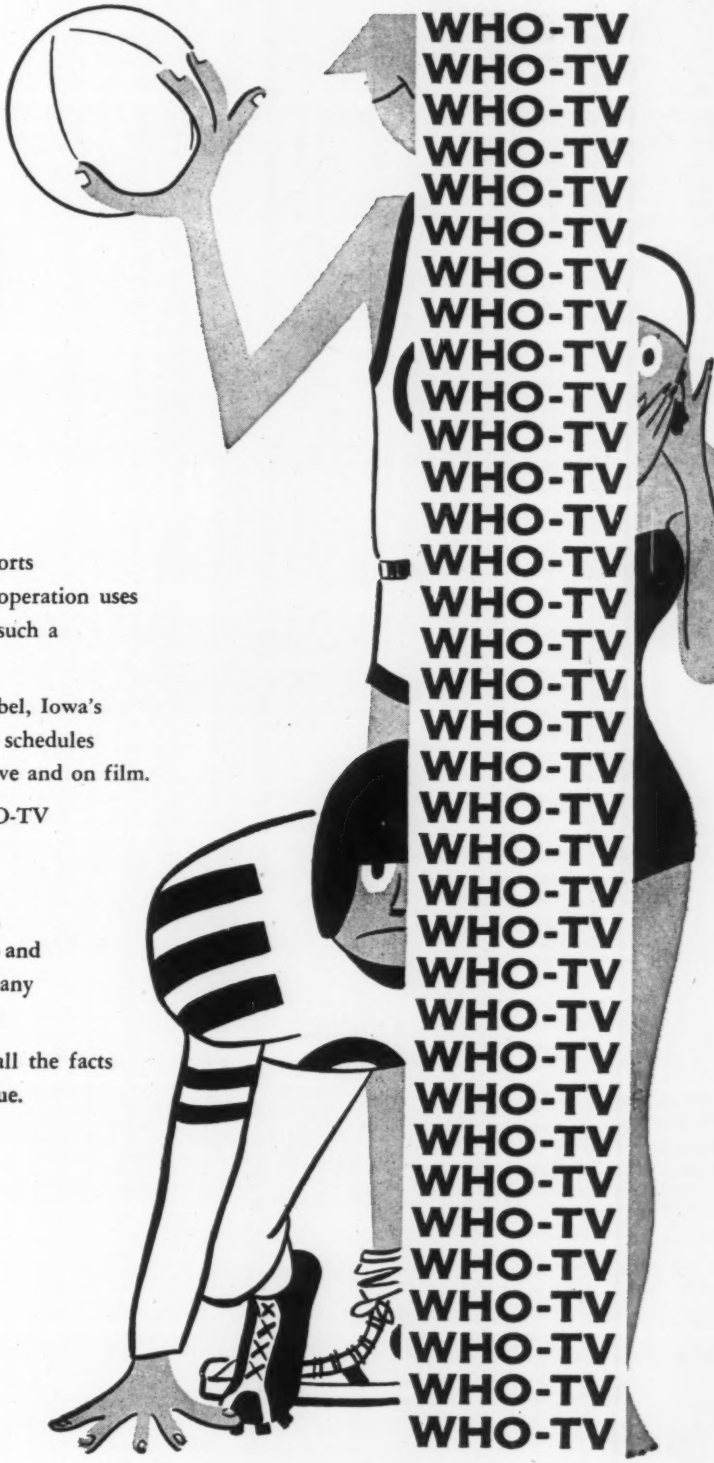
MR. CLIFFORD



MR. STEERS

At the same time, Robert Hayes, William E. Holden and Joe F. Jacobs, vice presidents and account supervisors, were elected to the board.

Covers All Sports!


WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV

IOWA sports lovers get top television sports coverage on WHO-TV, because our TV operation uses the same great sports staff that has built such a tremendous reputation on WHO Radio!

In addition to daily sportscasts by Jim Zabel, Iowa's "most-listened-to" sportscaster, WHO-TV schedules scores of exciting *sports contests* — both live and on film.

How loyal and enthusiastic is the WHO-TV sports audience? Well, last Fall when there was a slight technical delay in getting one football telecast on the air, WHO-TV received 1500 phone calls — and the Northwestern Bell Telephone Company reported a backlog of 5000 other calls!

Let Peters, Griffin, Woodward, give you all the facts on WHO-TV — Iowa's BIG television value.

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC
Affiliate

PREVIEW of the new *West Point* tv series was held a fortnight ago in Washington. In the audience were Gen. Garrison Davidson, superintendent of the U. S. Military Academy, seen shaking hands with Tim Stone, Benton & Bowles account representative for General Foods Corporate Advertising Office, and George Hartford, vice president in charge of television for WTOP-TV Washington, who acted as host of the preview party for high-ranking Pentagon and West Point officers. The series is being produced for CBS-TV in cooperation with the Dept. of Defense and West Point.

B&W Signs $450,000 CBS Bill

BROWN & WILLIAMSON Tobacco Co. (Kool, Viceroy cigarettes), through Ted Bates, N. Y., has signed a 52-week contract with CBS Radio for an estimated $450,000 in gross billings. Viceroys will pick up two five-minute segments of the Mon.-Fri. 8-8:30 p.m. *Robert Q. Lewis Show* while Kool renews two five-minute segments of the *Amos 'n' Andy Music Hall.*

Tv Spots to Plug Movie

CLAIMING it will be the most extensive tv spot campaign to date for exploitation of a new feature movie, Universal-International last week announced it will have more than 400 spots in 35 markets starting the first week of November for "Written on the Wind" Technicolor production by Albert Zugsmith. U-I also is using tv and radio as a publicity media through tie-up with CBS-TV and radio *Strike It Rich* program. Mr. Zugsmith has western radio-tv interests including a station brokerage firm. U-I agency is Cunningham and Walsh, New York.

Wilds Back to Ayer & Son

CHARLES M. WILDS, former head of timebuying in the radio and tv department, N. W. Ayer & Son, New York, has returned to the agency after a leave of absence and is taking over direction of the radio-tv sports staff. Mr. Wilds originally joined the agency in 1947 and before that was with Ruthrauff & Ryan.

SOAP IN MINNEAPOLIS-ST. PAUL TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Procter & Gamble Co.	12	2	16	152
	Camay Soap (Benton & Bowles)		2	3½	30
	Ivory Soap (Compton)		2	9½	109
	Lava Soap (Leo Burnett)		1	3	13
2.	Lever Bros.	3	1	7	145
	Lifebuoy Soap (Sullivan, Stauffer, Colwell & Bayles)		1	4	48
	Lux Soap (J. Walter Thompson)		1	3	97
3.	Colgate-Palmolive Co.	5	1	5	36
	Cashmere Bouquet (Bryan Houston)		1	2	14
	Palmolive (Ted Bates)		1	3	22
4.	Manhattan Soap Co.	1	1	3	23
	Sweetheart Soap (Scheideler, Beck)		1	3	23
5.	Andrew Jergens Co.	(P)	1	1	22
	Woodbury Soap (Robt. W. Orr.)		1	1	22

MINNEAPOLIS-ST. PAUL INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Lever Bros.	3	3	20	204
	Dove Soap (Ogilvy), Benson & Mather)		3	13	69
	Lifebuoy Soap (Sullivan, Stauffer, Colwell & Bayles)		1	4	42
	Lux Soap (J. Walter Thompson)		1	3	93
2.	Procter & Gamble	12	2	19	160
	Camay Soap (Benton & Bowles)		2	3½	24
	Ivory Soap (Compton)		2	9½	109
	Lava Soap (Leo Burnett)		2	6	27
3.	Colgate-Palmolive Co.	5	1	5	37
	Cashmere Bouquet (Bryan Houston)		1	2	10
	Palmolive Soap (Ted Bates)		1	3	27
4.	Manhattan Soap Co.	1	1	3	16
	Sweetheart Soap (Scheideler, Beck)		1	3	16
5.	Andrew Jergens Co.	(P)	1	1	13
	Woodbury Soap (Robt. W. Orr)		1	1	13

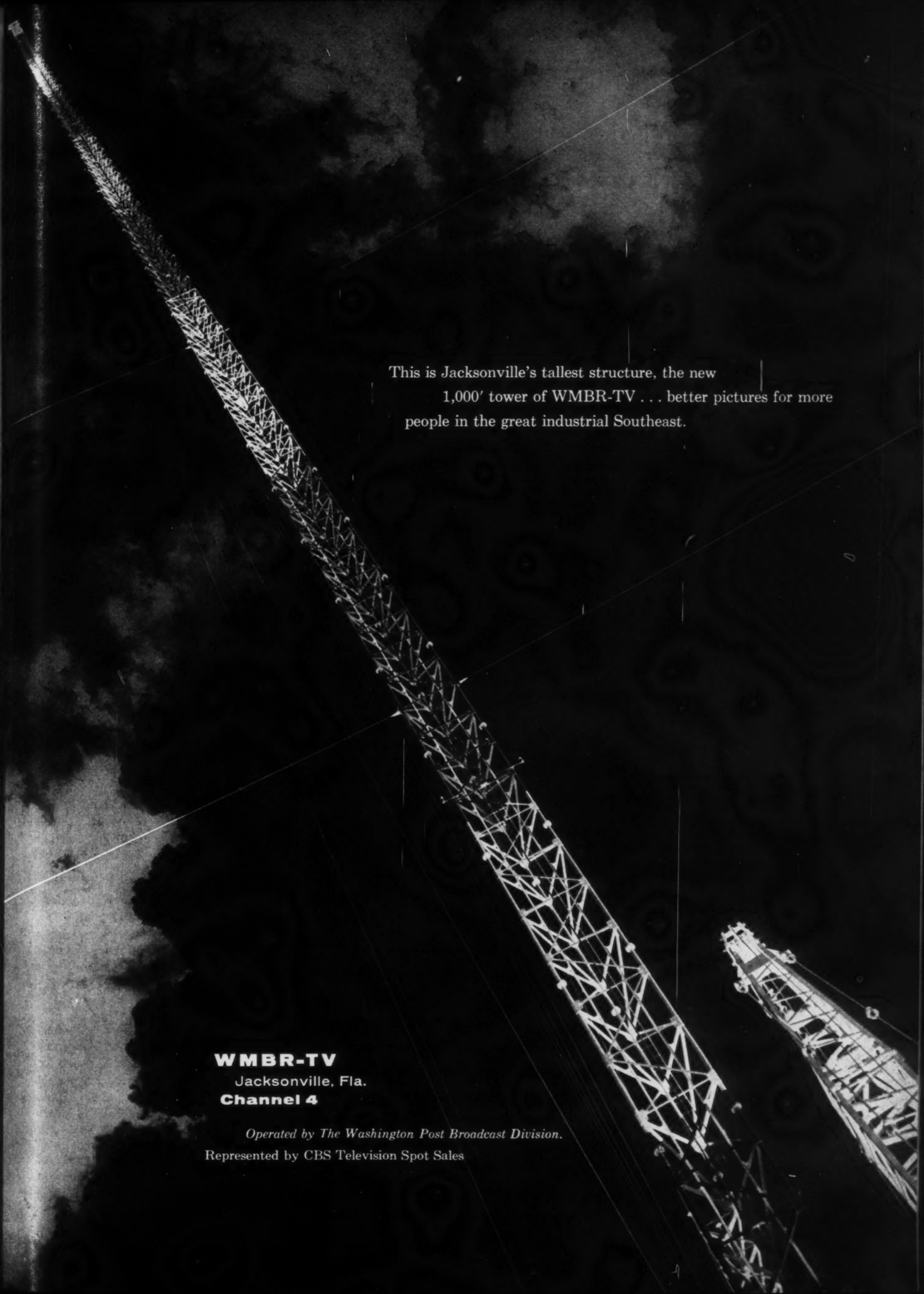
(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Aug. 31, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commerical is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.



This is Jacksonville's tallest structure, the new 1,000′ tower of WMBR-TV . . . better pictures for more people in the great industrial Southeast.

WMBR-TV
Jacksonville, Fla.
Channel 4

Operated by The Washington Post Broadcast Division.
Represented by CBS Television Spot Sales

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING SEPT. 8)

Rank	Program	Sponsor	Agency	Net-work	No. of Stations	Day & Time	†Total Audience Tv Homes Reached (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	14,364
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	13,120
3.	Lux Theatre	Lever Bros.	J. Walter Thompson	NBC	132	Thurs., 10-11	11,046
4.	Miss America Beauty Pageant	Philco Corp.	Hutchins	ABC	113	Sat., 10:30-midnight, Sept. 8	10,745
5.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	148	Sat., 10-10:30	10,745
6.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs., 8:30-9:30	10,745
7.	Robert Montgomery Presents	S. C. Johnson Schick	Needham, Louis & Brorby Warwick & Legler	NBC	98	Mon., 9:30-10:30	10,254
8.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	10,179
9.	Lawrence Welk	Dodge Div. of Chrysler	Grant Adv.	ABC	192	Sat., 9-10	10,104
10.	Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	156	Thurs., 9:30-10	9,991

Rank		‡Average Audience, Tv Homes Reached (000)
1.	$64,000 Question	13,157
2.	Ed Sullivan Show	10,443
3.	Gunsmoke	9,991
4.	Ford Theatre	9,387
5.	$64,000 Challenge	9,312
6.	I've Got a Secret	9,123
7.	What's My Line	8,935
8.	Lux Theatre	8,633
9.	Climax	8,596
10.	Dragnet	8,596

Rank		*Total Audience, % of Tv Homes Reached
1.	$64,000 Question	38.8
2.	Ed Sullivan Show	35.8
3.	Miss America Beauty Pageant	31.1
4.	Lux Theatre	30.7
5.	I've Got a Secret	30.7
6.	Gunsmoke	29.8
7.	Climax	29.5
8.	Robert Montgomery Presents	28.8
9.	What's My Line	28.3
10.	Lawrence Welk Show	28.2

Rank		*Average Audience, % of Tv Homes Reached
1.	$64,000 Question	35.5
2.	Ed Sullivan Show	28.5
3.	Gunsmoke	27.7
4.	I've Got a Secret	27.5
5.	What's My Line	26.4
6.	$64,000 Challenge	26.1
7.	Ford Theatre	25.9
8.	Lux Theatre	24.0
9.	Miss America Beauty Pageant	23.9
10.	Loretta Young Show	23.7

[Details on Programs in Preceding Tables, but Not Listed in Top Table]

$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	111	Sun., 10-10:30
What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11
Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9
Loretta Young Show	Procter & Gamble	Benton & Bowles	NBC	150	Sun., 10-10:30

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the progam.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1956, by A. C. Nielsen Co.

TOP RADIO PROGRAMS (TWO WEEKS ENDING AUG. 25)

Rank Program	Sponsor	Agency	Net-work	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week				(Average for All Programs)		(568)
1. People Are Funny (wk. 1)	Brown & Williamson	Ted Bates	NBC	191	Thurs., 8-8:30	1,088
2. Convention Preview	sustaining		all nets	various	various	993
3. Cavalcade of Sports (wk. 2)	Gillette	Maxon	NBC	191	Fri., 10-10:35	993
4. Two For The Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	851
5. Monitor-Sat. (wk. 1)	RCA	Kenyon & Eckhardt	NBC	191	Sat., 8:35-40	804
6. Counter-Spy	participating sponsors and agencies		MBS	455	Fri., 8-8:30	757
7. Official Detective	participating sponsors and agencies		MBS	455	Thurs., 8-8:30	710
8. News From NBC (wk. 1)	Brown & Williamson	Ted Bates	NBC	191	Tues., 8:55-9	710
9. Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	662
10. Telephone Hour	Bell Telephone Co.	N. W. Ayer	NBC	191	Mon., 9-9:30	662
Evening, Multi-Weekly				(Average for All Programs)		1,183
1. Republican Convention	Oldsmobile Sunbeam RCA	D. P. Brother Perrin-Paus Kenyon & Eckhardt	NBC	191	various	2,791
2. Republican Convention	Philco	Hutchins	ABC	340	various	2,270
3. Republican Convention	Westinghouse	McCann-Erickson	CBS	203	various	2,176
Weekday				(Average for All Programs)		(993)
1. Democratic Convention	Oldsmobile Sunbeam RCA	D. P. Brother Perrin-Paus Kenyon & Eckhardt	NBC	190	various	2,791
2. Republican Convention	Westinghouse	McCann-Erickson	CBS	203	various	2,318
3. Democratic Convention	Westinghouse	McCann-Erickson	CBS	203	various	2,270
4. Democratic Convention	Kohler	Roche, Williams & Cleary	MBS	539	various	2,223
5. Republican Convention	Kohler	Roche, Williams & Cleary	MBS	539	various	2,081
6. Democratic Convention	Philco	Hutchins	ABC	340	various	2,081
7. Young Dr. Malone (1st half)	Carter	Ted Bates	CBS	188	Tues., 12:30-45	1,939
8. Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	177	Tues., Thurs., Wk. 2, 1:15-30	1,892
9. Republican Convention	Oldsmobile Sunbeam RCA	D. P. Brother Perrin-Paus Kenyon & Eckhardt	NBC	190	various	1,845
10. Young Dr. Malone (2nd Half)	Sleep-eze	M. B. Scott Adv.	CBS	51	Fri., Wk. 2-12:30-45	1,656
Day, Sunday				(Average for All Programs)		(378)
1. Woolworth Hour	F. F. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	899
2. Robert Trout-News	General Motors	Campbell-Ewald	CBS	190	Sun., 12-12:05	662
3. News-Sun	General Motors	Campbell-Ewald	CBS	190	Sun., 3-3:05	662
Day, Saturday				(Average for All Programs)		(520)
1. Gunsmoke	Ligget & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,230
2. Allan Jackson—News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 1-1:05	1,230
3. Weather Along the Highways			CBS	192	Sat., 12:55-1	1,135

Copyright 1956 A. C. Nielsen Co.

McCord, Dunkin Appointed Vice Presidents by Bates

FRANK P. McCORD, research manager, and Charles D. Dunkin, head of research client service, Ted Bates & Co., New York, have been appointed vice presidents, President William H. Kearns announced last week. At the same time, Mr. Kearns named Harry C. Doolittle, formerly with Compton Adv., as copy group head.

MR. DUNKIN

MR. McCORD

Mr. McCord was vice president of research at Grant Adv. and research director at the now-defunct Cecil & Presbrey agency before joining Bates. Mr. Dunkin formerly was project director with Dancer-Fitzgerald-Sample.

NETWORK NEW BUSINESS

Planters Nut and Chocolate Co., Wilkes-Barre, Pa., signed to sponsor *Planters Peanut Time Starring Eddie Fisher* over NBC-TV on various Wednesdays and Fridays totalling 17 programs (7:30-7:45 p.m. EDT), effective Oct. 5. Agency is Goodkind, Joice & Morgan, Chicago. Coca-Cola Co. continues to sponsor twice-weekly program under title of *Coke Time Starring Eddie Fisher* on other dates.

American Molasses Co. (Grandma's Molasses), N. Y., will sponsor Tuesday and Thursday segments of *Gayelord Hauser* (Mutual, 12:10-12:15 p.m. EDT), starting today (Monday). Agency: Charles W. Hoyt Co., N. Y.

Housewares and Radio Receiver Div., General Electric Co., Young & Rubicam, N. Y., will sponsor "Bamberger's Thanksgiving Eve Parade of Light," 7-7:30 p.m., Nov. 21, on ABC-TV, direct from Weequahic Park, Newark, N. J. Bamberger's is Newark department store.

Hamilton Beach Co. (appliances), Racine, Wis., signs *Panorama Pacific* early morning show on CBS Televison Pacific Network for three-weekly participation segments for eight weeks through Erwin, Wasey and Co., L. A. Tv buy represents 50% increase in firm's consumer advertising.

Westclox through BBDO, has signed for seven weeks of one-minute participations on *Panorama Pacific,* aired on nine CBS Television Pacific Network stations.

To
Sol Taishoff
and
Broadcasting-Telecasting,
in
recognition
of
twenty five years
of
continuing
and
unique contribution
to the
broadcasting industry

CBS
Television

Hasta Banana

BBDO, New York, last week came up with 'banana-slanguage" in describing United Fruit's latest "well over six figures" radio-tv spot campaign [CLOSED CIRCUIT, Aug. 13]. The campaign, featuring the voice of Rosemary (Chiquita Banana) June and such an unorthodox battle cry as "Boostabanana! Backabanana! Bommabanana! Now!" kicked off on radio Sept. 17, with tv scheduled to get underway Nov. 11. Telling the new campaign's story to the banana trade is an Auravision disc manufactured by Columbia Records and mailed as part of a promotional folder last week.

AGENCY APPOINTMENTS

Lambert-Hudnut Div. of Warner-Lambert Pharmaceutical Co. names Sullivan, Stauffer, Colwell & Bayles, Inc., N. Y., to handle advertising for Hudnut hair products which includes new Quick home permanent, Pin Quick, Enriched Creme shampoo, Creme Rinse 'n' Set and other products currently being developed. Kenyon & Eckhardt, N. Y., had been handling account. Appointment is effective Jan. 1, 1957.

Purex Corp. Ltd., South Gate, Calif., new owner of Manhattan Soap Co., N. Y., announces severance with Scheideler & Beck, N. Y. Weiss & Geller Inc., Chicago, now handling Purex Dutch Cleanser account, named to handle Manhattan products, (Sweetheart toilet soap, Blu-white dry bluing, and Protex deodorant soap). Other Purex products retained by Foote, Cone & Belding, L. A.

A&A PEOPLE

Stuart D. Watson, director of advertising and merchandising, S. C. Johnson Co., Racine, Wis., to McCann-Erickson, N. Y., as vice president and senior marketing executive.

H. Schuyler Cole, manager of toilet goods division, and **Mark Upson,** manager of food products division, Procter & Gamble Co., Cincinnati, elected vice presidents in charge of respective divisions. Named to fill vacancy of vice president of overseas operations, created by elevation in 1954 of **Walter L. Lingle** to executive vice president of P&G, was **Donald H. Robinson,** director of overseas production.

Stephens Dietz, vice president and account supervisor, Kenyon & Eckhardt Inc., N. Y., appointed chairman of agency's marketing plans committee.

Wayne Pennington, account executive, Selvage & Lee, N. Y., to Edward Gottlieb & Assoc., N. Y., in same capacity.

Herbert Martin, former vice president and sales manager, WAPI Birmingham, Ala., to J. Howard Allison & Co., Atlanta, Ga., as account executive. He will work out of Birmingham office.

NTA-FOX DEAL REPORTED AT $5,850,000

Feature film understood to be slated for use on NTA Film Network, beginning operations today, with about half going into regular distribution.

NATIONAL TELEFILM ASSOC. reportedly has signed a $5,850,000 contract with 20th Century-Fox for television rights to 78 feature films as its subsidiary, NTA Film Network, prepared to launch operations today (Monday) to 110 affiliated tv stations [B•T, Sept. 17].

Up to late Thursday, no sponsor had been signed for the initial network film programming—a one and one-half hour spot in late evening time on Friday, Saturday and Sunday—but a spokesman said that the lack of available "topflight" feature film product had stood in the way of several sponsor transactions.

Before going into the closing stages of discussions with 20th Century-Fox, NTA obtained its first several weeks of network programming, acquiring the negatives to four Leo McCarey feature films and partial rights to two other McCarey films. The first week's offering in the NTA film network will be "Good Sam," starring Gary Cooper.

NTA paid an estimated $775,000 for negative rights to "Good Sam," "Bells of St. Mary," "Gulliver's Travels" and "Mr. Bugs Goes to Town," as well as for theatrical and tv rights to "Encore" and "Trio." This was accomplished through an outright purchase of Rainbow Films, a subsidiary of Paramount Pictures.

NTA's deal with Fox, it is understood, is to obtain product for the film network as well as the parent company which distributes to all tv outlets. About one-half of the 20th Century-Fox product will be earmarked for the film network and the remainder for regular distribution by NTA. NTA several months ago acquired distribution rights to 52 Fox pictures. But these were placed into regular distribution channels and were not available for the network.

The current transaction is said to be part of a larger one, with NTA buying a total of 156 pictures and obtaining options up to a total of 390 feature films. It is believed that NTA will tap this source to assure a ready source of programming for the NTA film network.

Signal Productions Formed For Tv Filmed Commercials

SIGNAL Productions Inc., New York, has been formed as a company specializing in the production of television film commercials by its principals, George Tompkins, Richard Donner and Charles Green. Executive offices have been established at 5 E. 51st St., New York, N. Y.

Mr. Tompkins, who will serve as president of Signal, has been a production supervisor at Lennen & Newell, New York, for the past five-and-a-half years, and previously was television director of McCann-Erickson, New York. Mr. Donner, vice president-secretary of the new company, served most recently as vice president in charge of production for George Blake Enterprises, New York. Mr. Green, vice president-treasurer, formerly was executive producer of George Blake Enterprises and at one time was head of the radio-tv production department of Doyle Dane Bernbach, New York.

'Millionaire' Set for Re-runs

MCA-TV Film Syndication is offering 39 hours of *If You Had a Million* for local and regional sales, starting this month. The series consists of re-runs of earlier presentations of *The Millionaire,* which continues on CBS-TV (Wed., 9-9:30 p.m. EDT).

Telecine Film Adds Five

ADDITION of five new staff members at Telecine Film Studios Inc., Park Ridge, Ill., has been reported by Byron L. Friend, president. The new additions are Bryan Wright, formerly with John Ott Pictures, Winnetka, Ill., and earlier with CBS and NBC, as production supervisor; Jack L. Richards, Coronet Films, chief cameraman; Stan Vrba, independent producer, as unit manager; and Judy Buchte and Gwen Pommer, trainees added to editing department.

Raycroft Heads Wilding Tv

MR. RAYCROFT

RUSS RAYCROFT, recently vice president of Roland Reed Productions Inc., last week was named head of the new television division of Wilding Pictures Corp., which will produce tv film commercials. Mr. Raycroft will make his headquarters in New York.

The new tv division will utilize Wilding's production facilities in New York, Chicago, Detroit, and Hollywood.

Screen Gems Ups Marquis

PIERRE MARQUIS, who joined Screen Gems Inc.'s sales staff in January this year, has been appointed director of sales planning. He will supervise market and media studies, audience measurement, and other sales services to stations and advertisers. Screen Gems also named Frank Price, assistant story editor, to succeed story editor Margaret Wilder, who has resigned. Miss Wilder will announce her future plans shortly.

you don't just *LEAP..*

Unlike this gentleman, we consider it foolhardy to plunge into anything without first having all the facts in hand.

When we make sales calls, intelligent advance preparation stands behind them. It's a ruling premise of successful representation for successful television stations.

Knowledge of advertisers' problems and station background is not only important, but necessary to the salesman eager for and interested in getting the most for the stations he represents.

All this — plus hard work and conscientious effort for a *limited* group of stations — add up to an outstanding calibre of performance. What it means in profitable results is, we think, worthy of examination by others.

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro/Winston-Salem* ***WTPA*** *Harrisburg*
WDAF-TV *Kansas City* ***WHAS-TV*** *Louisville* ***WTMJ-TV*** *Milwaukee*
WMTW *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

REGIONAL MEETINGS HEAR SENTIMENT FOR UPSETTING CUT IN RADIO BOARD

Debates at all sessions scheduled to discuss matter before referendum at 1957 convention. Eastern seaboard unit convened in Washington last week. Coming this week: Boston Monday and Tuesday, Indianapolis Thursday and Friday.

REMOVAL of the eight at-large directors to NARTB's Radio Board, ordered by a membership vote last winter, has developed as one of the main topics of interest during the autumn series of regional meetings.

Judging by sentiment voiced at the first five meetings, the by-laws change that will reduce the Radio Board from 29 to 21 members at next spring's Chicago convention is not popular with a substantial part of the membership. The two at-large board members for large, medium, small and fm station groups, eight in all, go off the board at the time of the 1957 convention.

At the NARTB Eastern Seaboard regional meeting held Thursday-Friday in Washington, the at-large director plan was debated to give members a full review of the problem. This is being done at all regional meetings. A new referendum vote will be held after the regional meeting series is over. The vote will decide whether members want to change their minds about removing at-large directors.

Back of the debate is the association's desire to meet criticism by members who charged that last winter's balloting procedure didn't give an adequate explanation of the problems involved. The members voted 533-406 to remove at-large directors from the board [B•T, March 5], considered a close vote for this type of referendum.

OUT on terrace, group of NARTB regional delegates in Washington took a moment off between meetings. Front row (l to r), John M. Rivers, WCSC-AM-TV Charleston, S. C.; Don Ioset, WPIT Pittsburgh; Jack N. Berkman, John J. Laux, WSTV-AM-TV Steubenville, Ohio. Second row, J. Frank Jarman, WDNC Durham, N. C.; G. Richard Shafto, WIS-AM-TV Columbia, S. C.; Harold Essex, WSJS-AM-TV Winston-Salem, N. C.; Gene Accas, Television Bureau of Advertising; Robert H. Smith, WCYB-AM-TV Bristol, Va.

LOUNGE group at NARTB regional meeting in Washington (seated, l to r): Walter A. Bowry Jr., WTVR (TV) Richmond, Va.; J. R. Covington, WBT-WBTV (TV) Charlotte, N. C.; R. A. Jolley, WFBC-AM-TV Greenville, S. C.; Wilbur M. Havens, WTVR; Frank M. Russell, NBC. Standing, Campbell Arnoux, WTAR-AM-TV Norfolk, Va.; Kenneth Carter, WAAM (TV) Baltimore; John W. Harkrader, WDBJ-AM-TV Roanoke, Va.; Joseph L. Brechner, WGAY Silver Spring, Md.; Howard L. Kany, CBS Tv Film Sales; Ralph W. Hardy, CBS.

Washington delegates heard the subject debated by J. Frank Jarman, WDNC Durham, N. C., for restoration of at-large directors, and Herbert L. Krueger, WTAG Worcester, Mass., for the negative. Both are Radio Board members, Mr. Jarman being an at-large director for medium stations and Mr. Krueger the New England district director as well as vice chairman of the Radio Board.

The approaching referendum on the diretorships was ordered by the board last June after more than 5% of the members (140) signed a petition calling for a new vote.

Mr. Jarman explained how he keeps medium stations informed on association affairs. He said the Radio Board should be kept at 29 to maintain a proper balance with the Tv Board because of the much larger number of radio members. He felt the industry segments were entitled to board representation.

Mr. Krueger, speaking on the negative, said a special committee that studied the question felt that the board should be reduced in size while opposing redistricting or elimination of network directors. The committee felt all facets of the industry were represented by the radio district directors, adding that many broadcasters do not know their at-large directors.

This Week's Schedule

Two regional meetings are scheduled this week—Boston today (Monday) and tomorrow, for New England, New York and New Jersey; Indianapolis Thursday and Friday (Wis., Ill., Ind., Mich., Ohio, Ky.)

Last Thursday's meeting in Washington opened with the regular session on station administration. John F. Meagher, radio vice president, presided. All facets of station operation were reviewed, with broadcasters joining a round-robin discussion.

At the luncheon President Harold E. Fellows reviewed the association's public relations problems. Donald H. Martin, his newly appointed public relations assistant [B•T, Oct. 8], made his industry debut. He is scheduled to attend the three remaining regional meetings, the final one being scheduled Oct. 25-26 at Birmingham.

Gene Accas, operations director of Television Bureau of Advertising, reviewed TvB plans for 1957 including a project matching tv against other media and the relationship between markets and media. He reviewed the Chicago Pulse study showing the average home spends 371 minutes a day looking at tv compared to 108 for newspapers and a Detroit auto dealer traffic study disclosing that 64% of persons going to auto salesrooms were impelled by tv.

TvB plans a new study of 30 to 50 products, showing what kind of people buy each of the products and relating product use to tv viewing. Howard Abrahams, TvB retail

Chicago,
Chicago,
That Meat-Packin' Town—
Number One
in the World!

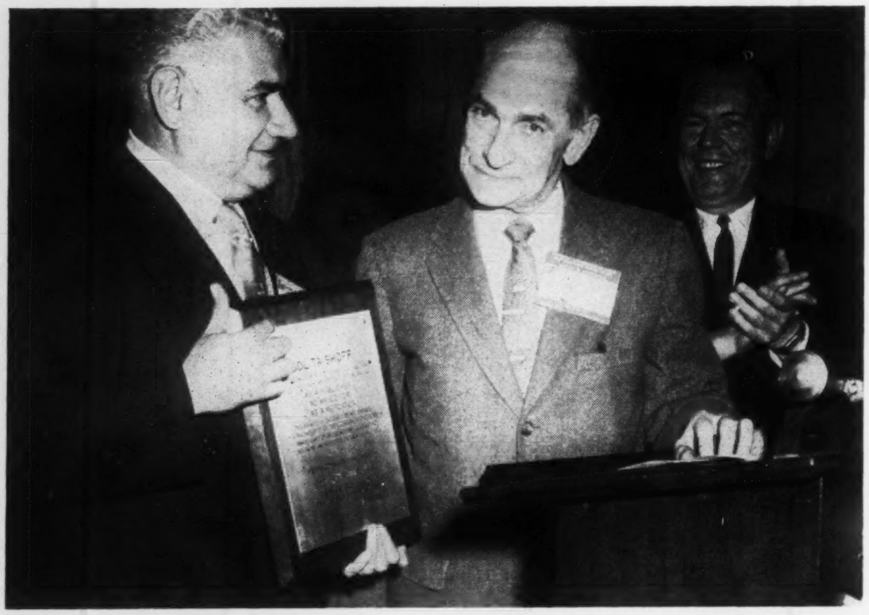
. . . AND ARMOUR & COMPANY SELLS MEAT IN CHICAGO WITH WMAQ's GEORGE STONE

No mean packer himself, George Stone crams a tremendous amount of selling for Armour & Company into his Monday-through-Friday 4:30 pm newscasts. For years an established radio favorite with Chicago's listening millions, George knows how to transform high audience-ratings into mounting sales figures for his sponsors. And he's ready to do that kind of a job for you, too . . . for as little as 21¢-per-thousand listeners.

Follow the leaders like Armour who really *know* this market. Put this dynamic salesman to work for you on his own "George Stone Record Show" (Monday-Friday, 4:35-4:45 pm) or on "George Stone and the News" (Monday-Friday, 5:45-6:00 pm). Get complete details from NBC Spot Sales. In New York, call your NBC Spot Sales representative for an immediate Radio-Phonic Spot Buying telephone audition of George Stone.

WMAQ

Radio leadership station in Chicago SOLD BY **NBC SPOT SALES**



BRONZE PLAQUE paying tribute to Sol Taishoff, editor and publisher of B•T, on the 25th anniversary of the magazine was presented at the NARTB regional banquet Thursday by FCC Chmn. George C. McConnaughey (c) and NARTB President Harold E. Fellows.

sales director, described the Rochester department store tv plan in which tv was used exclusively, with more sales produced by tv than by newspapers for the same money spent. He said Sears, Roebuck and Montgomery Ward are now making tv commercials available to their stores.

FCC Comr. Robert E. Lee, speaker at the Thursday banquet, advocated relief for broadcasters from Sec. 315, the equal-time part of the Communications Act (see story, page 88).

At radio sessions Thursday afternoon A. G. Ferrise, WMMN Fairmont, W. Va., led a small-market roundtable, and John B. Tansey, WRVA Richmond, Va., led a large-market roundtable. Thad H. Brown Jr., NARTB tv vice president, presided at the afternoon tv session.

George H. Clinton, WPAR Parkersburg, W. Va., Dist. 3 board member, was host director. James H. Moore, WSLS-AM-TV Roanoke, Va., Dist. 4 director, presided at the Thursday tv session. The Friday program included a tv program with David J. Bennett, Triangle Stations, Philadelphia, speaking on tv management sales problems. An open discussion followed. Mr. Brown reviewed Washington problems and Charles H. Tower, NARTB employe-employer relations manager, discussed small-market tv. Vincent T. Wasilewski, NARTB government relations manager, reviewed regulatory problems. Joseph M. Sitrick, NARTB publicity-information manager, described the association's internal operations.

NARTB's tv code monitoring activity is increasing, G. Richard Shafto, WIS-TV Columbia, S. C., Tv Code Review Board Chairman, said at the Thursday afternoon tv meeting. He and Edward H. Bronson, tv code affairs director, reviewed progress of the code program.

Mr. Shafto discussed the agreement that is to bring the Alliance of Television Film Producers into the code structure as affiliate subscribers. Basic agreement on the plan was reached at a recent west coast meeting, but minor changes in wording were suggested by the NARTB code board at its Oct. 3-4 meeting in Irvington, Va. The film pact will bring a majority segment of the tv film industry into the code setup.

Staff monitoring reports covering 64 stations were reviewed at Irvington, Mr. Shafto said, with follow-up procedure directed in a few cases. All but a few of the stations found in violation of the code have taken steps to correct their program and commercial material, with more than 90% of stations found to be operating consistently within the code recommendations.

While networks have been operating at a high commercial and programming level, he noted, two well-known nationwide programs have been found ignoring code time allowances.

Mr. Krueger will be host director at Boston today. W. C. Swartley, WBZ-AM-TV Boston will debate the affirmative side of the proposal to reinstate at-large radio directors with Mr. Clinton handling the negative. The debate follows Mr. Fellows' luncheon speech. In the afternoon A. E. Spokes, WEAV Plattsburgh, N. Y., will preside at the small-market radio roundtable. Walter Johnson, WTIC Hartford, Conn., will handle the large-market discussion. President Fellows, instead of a Tv Code Review Board member, will talk on the code along with Edward H. Bronson, code affairs director.

Oliver Treyz, president of Television Bureau of Advertising, will give the filmed tv sales demonstration shown previously at the Minneapolis regional meeting. FCC Comr. Richard A. Mack will speak at tonight's banquet. Sherwood J. Tarlow, WHIL Medford, Mass., is chairman of the resolutions committee. Mr. Swartley and James T. Allen, also of WBZ-TV, will lead the panel on tv management's sales problems.

Edward F. Baughn, WPAG Ann Arbor, Mich., will be host director when the midwest region meets Thursday at Indianapolis. The at-large directorship debate will be handled by William Holm, WLPO LaSalle, Ill., a Radio Board member, for the affirmative, and F. Ernest Lackey, WHOP Hopkinsville, Ky., an at-large radio director, for the negative. Robert T. Mason, WMRN Marion, Ohio, a board member, will preside at the Thursday luncheon.

John F. Wismer, WHLS Port Huron, Mich., will direct the small-market panel. Robert J. McIntosh, WWJ Detroit, will moderate the large-market panel. Norman Cash, TvB vice president, and Mr. Abrahams will give the tv sales demonstration. Richard A. Borel, WBNS-TV Columbus, will discuss the tv code, along with Mr. Bronson. FCC Comr. Robert T. Bartley will be the speaker at the Thursday banquet.

Robert Lemon, WTTV (TV) Bloomington, Ill., will conduct the tv management sales panel Friday morning. Robert B. McConnell, WISH Indianapolis, is chairman of the resolutions committee.

Wisconsin Broadcasters Back License Extension

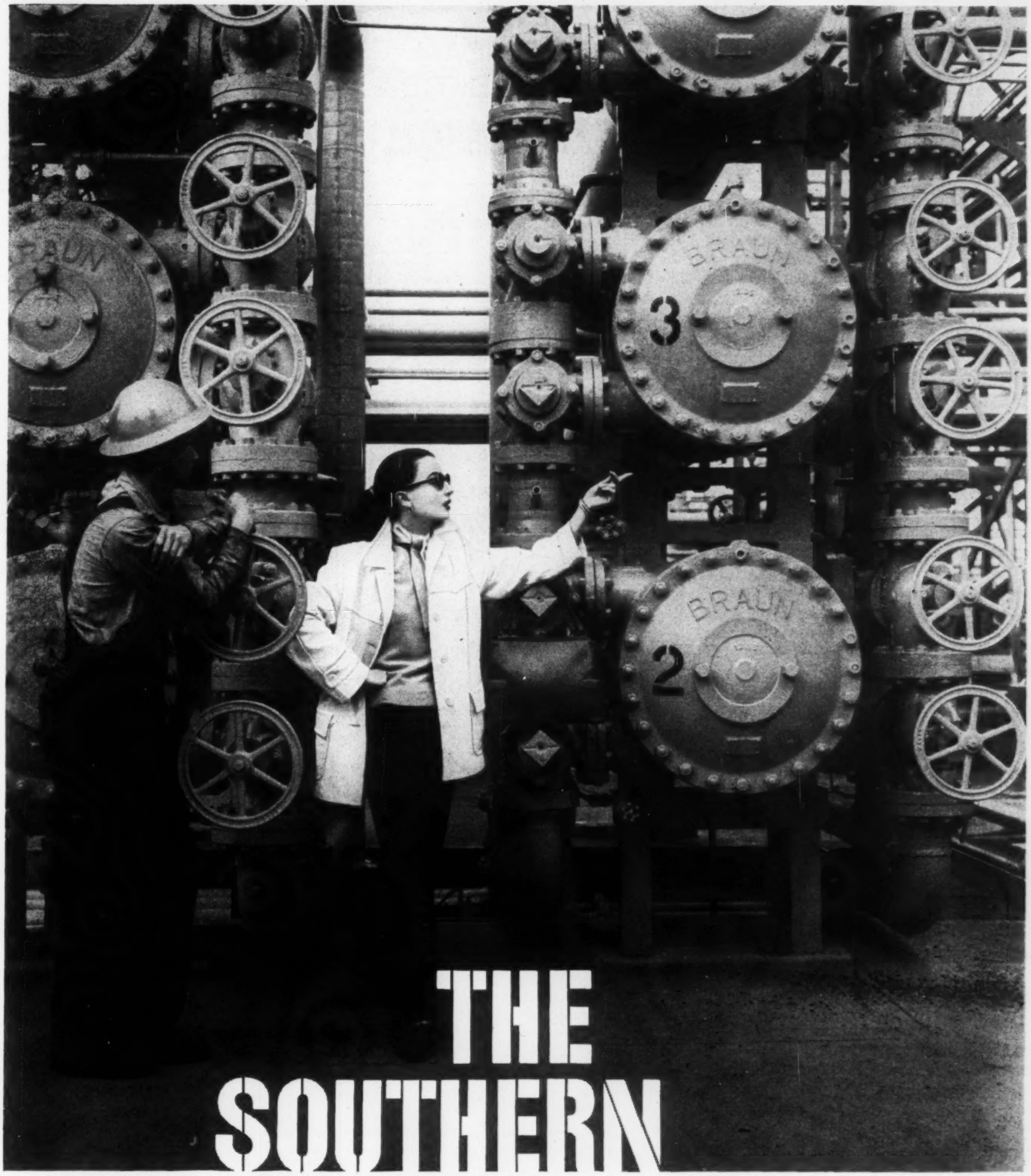
WISCONSIN Broadcasters Assn. has placed its support behind FCC Chairman George C. McConnaughey's license-extension proposal by adopting a resolution that broadcast licenses be granted for not less than a five-year term [B•T, Sept. 17].

Adoption of the resolution was one of the highlights of WBA's annual meeting at the Plankinton Hotel in Milwaukee. Featured speakers were Charles T. Tower, manager of NARTB's Employer-Employe Relations Dept., and Ray Hamilton, Blackburn-Hamilton, station brokers.

Hugh Boice, WEMP Milwaukee, was elected new WBA president, succeeding Ben F. Hovel, WKOW-AM-TV Madison. Slate also includes Paul Skinner, WHBL Sheboygan, vice president; Carl V. Kolata, WTTN Watertown, secretary; Bruce Wallace, WTMJ-AM-TV Milwaukee, director (replacing Mr. Boice), and Mig Figi, WAUX Waukesha, re-elected treasurer. Edwin Conrad, an attorney, was retained as executive secretary.

WBA also adopted resolutions favoring exemption of radio stations from liability in political broadcasts; amendment to the Tall Tower Structure Law (which requires approval of the State Civil Aeronautics Commission on tall towers) to exempt stations which secure approval by FCC and the National Civil Aeronautics Administration; and continued efforts for passage of daylight saving time in Wisconsin.

In supporting FCC Chairman McConnaughey's sentiment for five-year broadcast licenses, WBA said it would help relieve the Commission of a workload on present three-year renewals and "would be more equitable in view of the risk which is assumed by the broadcaster in placing his station on the air."



THE SOUTHERN CALIFORNIA LOOK

It's motor coats like this California original created by Scully, tailored in leather to go with your sports car's upholstery.

It's oil fields right in the heart of Metropolitan Los Angeles — source of more than 130,000,000 barrels of black gold every year.

It's millions of lasting impressions, made on big-earning and big-spending Southern Californians by every advertiser who uses

KRCA · 4... NBC LEADERSHIP STATION IN LOS ANGELES ... SOLD BY NBC SPOT SALES

COLOR TV, VIDEO TAPE, ELECTRONICAM STAR ON AGENDA AT SMPTE CONVENTION

Motion picture-television engineers award Progress Medal to Dr. Alfred Goldsmith; Sarnoff Medal goes posthumously to NBC-TV's Robert Shelby. Barton Kreuzer elected new president.

TECHNICAL ADVANCES in the fields of television film production and engineering highlighted a substantial portion of the 80th semiannual convention of the Society of Motion Picture & Television Engineers last week in Los Angeles.

Color tv, the Ampex video tape recorder and DuMont's Electronicam film system were among topics holding the attention of some 1,500 delegates to the full-week meeting.

SMPTE's top award, the Progress Medal, was given New York consulting engineer Dr. Alfred N. Goldsmith at the Tuesday night session. He was honored for his many engineering contributions to both the tv and motion picture field and particularly for his early recognition of the importance of a tricolor kinescope for color tv.

The David Sarnoff Gold Medal was awarded posthumously to Robert E. Shelby, former vice president and chief engineer of NBC-TV, for his technical contributions to the art. The medal was accepted by Mrs. Shelby.

Barton Kreuzer, director of product planning, RCA, Camden, N. J., was elected president of SMPTE for 1957-58 succeeding John G. Frayne, engineering manager, Westrex Corp., Hollywood. Mr. Kreuzer has been with RCA since 1928.

Other SMPTE officers elected for two-year terms included: executive vice president, Norwood L. Simmons, chief engineer, west coast division of Eastman-Kodak; editorial vice president, Glenn E. Matthews, research, Eastman-Kodak, Rochester; convention vice president, G. Carleton Hunt, president of General Film Labs, Hollywood; secretary, Wilton R. Holm, technical associate, E. I. du Pont de Nemours, Parlin, N. J.

Six new members were elected to the SMPTE board of governors for two year terms beginning Jan. 1, 1957. They are Gerald G. Graham, director of technical operations, National Film Board of Canada, Montreal; Howard A. Chinn, chief audio-video engineer, CBS New York; W. Wallace Lozier, National Carbon Co., Cleveland; James L. Wassell, coordinator, professional equipment division, Bell & Howell, Chicago; UB Iwerks, head of the special effects department, Walt Disney Productions, Sherman Oaks, Calif., and Edwin W. Templin, electronic design supervisor, Westrex Corp., Hollywood.

Among the 16 engineers awarded fellowships in SMPTE were Willy Borberg, General Precision Labs; Edward P. Genock, manager of television programming, Eastman-Kodak; Herman M. Gurin, NBC-TV; Warren R. Isom, RCA Victor; Frank L. Marx, vice president in charge of engineering, NBC, and Michael Rettinger, RCA.

Savings of approximately 58% on film costs have been realized by using lenticular film instead of color negative for color television recording, delegates to the convention were told Monday evening by R. D. Dell of RCA, Princeton, N. J. Addressing a session on color television at the NBC-TV color studios in Burbank, Mr. Kell cited the factors which led to the selection of lenticular film for time zone delay of color tv programs [B•T Sept. 17].

In his paper, prepared in collaboration with E. Dudley Goodale, NBC, New York, and John Brumbaugh, RCA, Camden, Mr. Kell stated that lenticular film meets the recording requirements made necessary by the expanded tv programming in color and is capable of quality comparable to black-and-white kine recording. Processing time allows some safety factor in the three-hour delay between recording, playback costs are reasonable and 16 mm color prints can be made from it, he said. The embossed film itself costs less than color negative and the processing cost is approximately one half, Mr. Kell said.

JOHN G. FRAYNE, president of the Society of Motion Picture & Television Engineers, presents the gavel of office to newly-elected president Barton Kreuzer who will begin his two year term in January, 1957.

At the same session, R. G. Neuhauser, RCA, Lancaster, Pa., discussed tube requirements for color tv and outlined performance characteristics of vidicon and image orthicon tubes now in use compared with required characteristics. He evaluated various operating devices used to improve performance. John Kennedy, NBC-TV Hollywood, presented a description of the network's Burbank facilities.

A new method for identifying tv release prints has been developed at Consolidated Film Industries, Hollywood, according to Sidney P. Solow, company vice president and general manager. Addressing the Tuesday morning technical session, Mr. Solow reported a white opaque head leader in use by CFI automatically carries information which heretofore had to be inscribed by hand. It will aid tv stations, he said.

The new technique involves only one manual operation: initial inscribing on the negative itself of picture title, code number, name of producer or production company, air date, etc. This information is then "printed through" onto the release print where it appears in bold black type against a clear background. The transparent leader is then converted to white opaque leader by the application of white cellophane tape to the underside of the film prior to shipment.

Whereas conventional systems utilized hand labeling of each head leader and possible shipment of mislabeled prints, the new leader guarantees elimination of this problem once the negative has been correctly inscribed. Other benefits of this technique, according to Mr. Solow, are strengthening of the film by tape reinforcement, greater legibility of inscribed information and elimination of the usual splice—since the head leader is now an integral part of the film itself.

On Tuesday also, a new method of splicing films with a dielectric heating device to assure stronger and more reliable splicing was described by Du Pont technicians R. W. Upson, Emery Meschter and W. R. Holm.

The theatrical motion picture industry would do well to emulate techniques developed by tv producers, delegates were told by Karl Freund, president of Photo Research Corp. and former CBS-TV *I Love Lucy* camera director.

Major source of studio trouble lies in large expenditure for excessive shooting schedules, he said, yet tv film producers achieve greatest savings in this very field by drastically curtailing shooting time. Tv economies, according to Mr. Freund, result from eliminating non-essential retakes permitting the director to make-on-the spot decisions affecting every aspect of production and policing of cast and crew to insure promptness and to "speed up" shooting schedules.

Ralph B. Austrian, western manager of Allen B. DuMont Labs, and John S. Auld, manager of operations, Electronicam division, were hosts to delegates Thursday morning at Paramount-Sunset studio, Hollywood, for demonstration of the DuMont electronic film system being introduced to west coast feature film and tv producers [B•T Oct 8].

Arthur E. Holch, NBC-TV news, New York, told a Thursday afternoon session the network's experiences in providing same-day news coverage with color film for color tv presentation. Such coverage was blocked prior to December 1955 because of slow processing and slow film sensitivity, he recalled, but new fast Anscochrome film since then has permitted rapid coverage.

Experimental development by RCA of a radically new type of picture screen that makes possible the viewing of television and

The Timebuyer asks . . .

DOES KTRK-TV OPERATE AT FULL POWER?

A GOOD QUESTION

that every smart timebuyer must know about every station he buys. Power, height of tower, lack of interference, and general data on terrain make up the coverage story . . . the basic story of every buy.

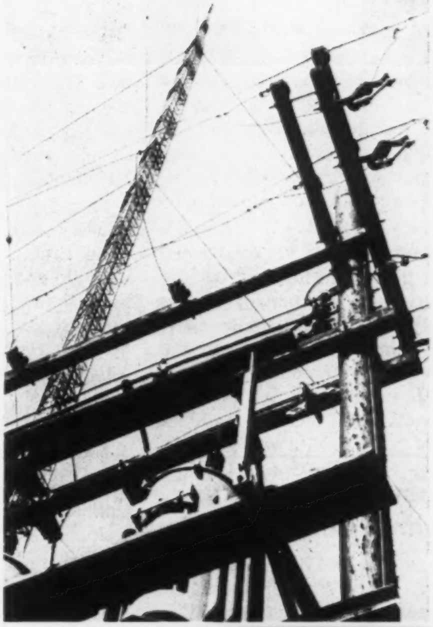
TED BATES & COMPANY, Inc. timebuyer, Bill Kennedy, and Edward Kenefick, George P. Hollingbery Co. man, national representatives for KTRK-TV, discuss channel 13 coverage in the Gulf Coast market.

KTRK-TV OPERATES AT FULL POWER, 316,000 watts, from the most rugged tower and antenna ever built for television, and at a height of 1,049 feet above sea level. A permanent, steel-frame, concrete building houses transmitter equipment, complete facilities, sets, and studio space for extended temporary emergency operation, and the transmitter supervisor and his family.

Located just the proper distance from metropolitan Houston, channel 13's transmitter insures a non-saturated city signal and clear, powerful, reliable picture farther to the outer fringes of the Gulf Coast area.

Complete lack of freedom from over-lapping channel interference . . . Diesel-driven auxiliary power supply . . . continual dual-Microwave signal—these features assure the viewer a quality picture and advertisers the fullest market coverage. Add the KTRK-TV plusses—exceptional local programming and ABC's big, BIG plans—and you have the permanent, lasting factors that have made

KTRK-TV the best television buy in Houston!



KTRK-TV

The Chronicle Station, Channel 13
P. O. Box 12, Houston 1, Texas — ABC Basic

Houston Consolidated Television Co.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

National Representatives:
Geo. P. Hollingbery Company
500 Fifth Avenue
New York 36, New York

Lima Bean Radio

ALTHOUGH he told newsmen he is too busy on about 30 other important projects to commercially exploit his tiny "throw-away" transistor radio development, Hughes Aircraft consulting engineer Glenn A. Schmidt said he has made a three-quarter-inch self-powered delta shaped radio capable of tuning five stations and which fits in the ear. He took apart and "capsulated" three ordinary transistors to make it, he said.

He has planned an even smaller model the size of a "small lima bean" which slips in the ear. It would contain its own battery, be pre-set to a specific station with container color identifying which station, would play continuously for a year and be discarded when worn out. Why not now? No automatic maufacturing process is available, he said, and a worker can't hold his hand steady enough to assemble the parts. Mr. Schmidt used a 100-power microscope on his delta model.

motion pictures in artifically or naturally lighted room, theatres and auditoriums was disclosed Thursday by Dr. George L. Beers, RCA engineering executive who developed the screen.

"This experimental RCA screen," he told the engineers, "makes possible increase of up to 20-to-1 in picture contrast under adverse ambient light conditions and has produced, in tests, startling results in the reproduction of both television and motion pictures."

Although RCA has not as yet established any commercial plans for the experimental screen, Dr. Beers said that numerous tests conducted in various locations under a variety of ambient light conditions indicate the screen's potential for presentation of tv and motion pictures in lighted schoolrooms, homes, showrooms and theatres and for special applications such as observation of airborne and ground-based radar-scopes.

The RCA development, known as a directional viewing device, is similar in structure to a honeycomb, consisting of a network of tiny, interconnecting cells. The device is fabricated with aluminum foil, .001-inch thin, and cell width, length, and depth can be varied to produce a range of viewing angles.

For the motion picture use, Dr. Beers explained, the directional viewing device can be mounted directly in front of the theatre or home-movie screen, or can be fabricated complete with a backing screen. For television use, with both direct-view and projection-type tv receivers, the device would be positioned directly in front of the receiver.

R. D. Houck and A. E. Jackson, RCA, Camden, outlined slide projector requirements for color tv while A. L. Ford Jr., Unicorn Engineering Corp., Hollywood, described an automatic rewinding and cleaning machine for film and Robert Grunwald and Richard Wallace, Harwald Co., Evanston, Ill., described an automatic film editing machine they have developed for tv stations. Joseph A. Tanney and Alan M. Macauley, SOS Cinema Supply Co., New York, told about their compact hot press title machine for producing three-demensional and other effects for tv commercials. They also described a new small animation stand for achieving multiple optical effects.

The Ampex video tape recording system held convention attention at the Thursday evening session. Comprehensive description of the machine was presented by Ampex Corp. engineers Charles P. Ginsburg, Charles Anderson and Ray M. Dolby.

Growing field of transistors and their application to all phases of electronics headlined Friday meetings. State of transistors in audio and video equipment in tv was outlined by H. J. Woll, RCA, Camden, while their use in a portable audio mixer was cited by Kurt Singer, RCA Hollywood. William V. Stancil, Stancil-Hoffman Corp., Hollywood, related their advantages in magnetic recording and microphone preamplifiers.

NARTB Names Members Of 4 Standing Committees

MEMBERS of four NARTB standing committees for the 1956-57 term were announced last week by President Harold E. Fellows. They follow:

Employer-Employee Relations Committee: Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Joseph J. Bernard, WGR-TV Buffalo; Richard Brown, KPOJ Portland, Ore.; Herbert Evans, Peoples Broadcasting Corp., Columbus; Robert B. Jones Jr., WFBR Baltimore; Ben Ludy, WIBW-TV Topeka, Kan.; Herbert Ohrt, KGLO-TV Mason City, Iowa; Calvin J. Smith, KFAC Los Angeles; Harold C. Stuart, KVOO Tulsa. Network representatives: William Fitts, CBS; B. Lowell Jacobsen, NBC; William Regan, MBS; Mortimer Weinbach, ABC.

Radio Standards of Practice Committee: Worth Kramer, WJR, Detroit, chairman; Carleton Brown, WTVL Waterville, Me.; Ralph Evans, WOC Davenport, Iowa; Paul R. Fry KBON Omaha; Cliff Gill, KBIG Hollywood; James L. Howe, WIRA Fort Pierce, Fla.; William B. McGrath, WHDH Boston; Cecil Woodland, WEJL Scranton, Pa.

AM Radio Committee: Grover C. Cobb, KVGB Great Bend, Kan., chairman; George Cory, KUBC Montrose, Colo.; Benedict Gimbel Jr., WIP Philadelphia; Cecil Hoskins, WWNC Asheville, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; John Patt, WJR Detroit; Todd Storz, KOWH Omaha; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Merle H. Tucker, KGAK Gallup, N. M.; Owen F. Uridge, WCKR Miami; Jack Younts, WEEB Southern Pines, N. C. Network representatives: Charles R. Denny, NBC; Don Durgin, ABC; Arthur Hull Hayes, CBS; John B. Poor, MBS.

Radio Research Committee: E. K. Hartenbower, KCMO Kansas City, chairman; George Clinton, WPAR Parkersburg, W. Va.; Simon Goldman, WJTN Jamestown, N. Y.; R. C. Reynolds, KMPC Los Angeles. Network Representatives. Harper Carraine, CBS; James Cornell, NBC; Don Durgin, ABC; Richard Puff, MBS.

RAB HEAD DEFENDS ADVERTISER VISITS

Sweeney answers agency criticism citing "growing" number of stations discussing abolition of local agency commission.

A "MILITANT and growing group" of radio stations around the country is "discussing the abolition of agency commission on retail business in their communities" because many agencies either fight radio or use it so badly that stations themselves have to "save" the campaign, RAB President Kevin B. Sweeney declared last week.

He made the assertion in a letter explaining to a San Francisco agency why RAB makes sales presentations direct to advertisers as well as to agencies. James C. Knollin, of Knollin Adv., had complained that in a recent visit to San Francisco RAB executives called upon advertisers direct. In his reply, Mr. Sweeney made clear that his comments did not apply to the Knollin organization, which he said was described by RAB members in San Francisco as being "both fair and competent." But he asserted:

"There is quite a lot of unhappiness in radio with the practices of some agencies. For instance there is a militant and growing group of stations that is discussing the abolition of agency commission on retail business in their communities.

"The basis on which this decision is being weighed is—if I may quote fairly accurately one of the station managers: 'Some of the agencies won't recommend radio. When we take the deal directly to their client, they fight it. When we get a contract they don't know how to use radio properly and louse it up. We have to step in and save it with the new copy, think up the merchandising ideas, write a jingle, etc. And for this we pay them 15%?' "

Mr. Sweeney said that "while none of these criticisms may apply to many agencies, they should be a matter of concern to the entire agency community. Our industry, more than any other, has evidenced that 'friendly cooperation' with agencies that you recommend. We ask no special consideration from agencies as a result. All we want is the right to an open-minded hearing, recommendations that treat us fairly even though radio may not be as 'fashionable' as some other media, and competence at least equal to that shown in print media advertising in the development of radio campaigns."

The RAB president said that "I have never

YOU MIGHT PLAY IN 52 WORLD SERIES GAMES-*

BUT... YOU NEED WKZO-TV TO BREAK RECORDS IN WESTERN MICHIGAN!

THE MARCH ARB REPORT CREDITS WKZO-TV WITH *ALL 20* OF THE "TOP 20" PROGRAMS!

AMERICAN RESEARCH BUREAU
MARCH, 1956 REPORT
GRAND RAPIDS-KALAMAZOO

	Number of Quarter Hours With Higher Ratings	
MONDAY THRU FRIDAY	WKZO-TV	Station B
8:00 am to 6:00 pm	136	61
6:00 pm to 11:00 pm	87	13
SATURDAY & SUNDAY 10:00 am to 11:00 pm	72	32

NOTE: *Survey based on sampling in the following proportions—Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).*

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. With 100,000 watts on Channel 3, WKZO-TV serves one of America's *top-20* television markets—more than 600,000 TV homes in 29 Western Michigan and Northern Indiana counties!

The March, 1956, ARB Report shows that WKZO-TV is by far the favorite station—not only in Kalamazoo and Grand Rapids, *but also in Battle Creek and Muskegon!* Monday thru Friday it's first in 123% more *daytime* quarter hours than Station B . . . first in 569% more nighttime quarter hours. On Saturday and Sunday, it's first in 125% more quarter hours!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM—TV—FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids
and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Phil Rizzuto of the New York Yankees holds this all-time major league record.*

encountered in our diverse membership anyone who is opposed to the continuation of the agency system in its present framework," and that "all are apparently satisfied that the present compensation system does most of the things that the 4-A claims for it." But, he added, "satisfaction with a system and satisfaction with some agency practices are not synonymous."

Mr. Sweeney said RAB scheduled San Francisco presentations directly with advertisers for "the same three reasons" that RAB's national sales staff calls on advertisers direct as well as on agencies:

"1. Because we have found advertisers avidly interested in listening to presentations which talk comprehensively about their marketing problems in relation to an advertising medium; e.g., the presentations made to your clients discussed savings and loan association marketing problems extensively.

"2. Because we wished to insure what we said reached the advertiser complete and unalloyed.

"3. Because, presumably, most agencies have been kept informed by our member stations, networks and station representatives of the material we presented; more would be accomplished by exposing the advertiser who is generally less knowledgeable about media trends."

He continued:

"These are the reasons we call direct and not to circumvent agency analysis, which you seem to feel is the only reason any medium would call on an advertiser direct.

National Policy

"At the national level, our policy is and will continue to be to call direct on advertisers only after the agency has either heard the story or declined to hear it. In our regional selling we will call on agencies whenever possible but will put our emphasis on advertisers because of time limitations. We urge our members—those that need urging—to adopt the policy of calling on advertisers as well as agencies because unfortunately 'the experienced, unbiased agency examination' you refer to is not as widespread as you feel it is.

"In several of the largest agencies in the nation, it is a complete waste of time to make a radio presentation—they will scarcely listen, much less recommend radio to a client. In one of the very largest it has been impossible for several years to assemble a group of decision-making executives to hear a radio presentation by any group. I am sure you must agree that in these cases there is a very cogent reason for 'by-passing of agencies involved.' And by doing so, radio does get business from these agencies' clients who are not as unsympathetic to radio as they are depicted by the agency. . . ."

With regard to RAB's San Francisco presentations he said that "we strove to present radio's story to a cross-section of advertisers and agencies" and that "actually eight of 13 agencies we asked for presentation time were able to grant our request." He also said that "incidentally, we find it quite often more difficult to see an agency account man than the president of the advertiser."

Industry Promotion Group Being Organized in Chicago

GROUNDWORK is being laid in Chicago for the formation of Broadcasters Promotion Assn., to be devoted to the exchange of information and ideas among promotion executives at radio-tv stations within a 400-mile area of that city. Prime movers report replies from over 100 stations, expressing interest in such a regional organization, comparable to the Newspapers Promotion Assn. Plans are underway for a two-day seminar Nov. 16-17 at Chicago's Sheraton Hotel to discuss such topics as selling local and regional accounts, rating services, selling uhf and merchandising.

Principals behind the organization include Chuck Wilson, WGN-AM-TV; John Keys, WMAQ-WNBQ (TV); Al Henry, ABC Central Div.; Tom Dawson, WBBM-TV, and Bob Piel, WIND, all Chicago. Similar chapters on the east and west coasts are planned, it was understood.

Kentucky Tv's Hit $4.6 Million In Revenue—McConnaughey

TV REVENUES this year look as if they will greatly surpass last year's, FCC Chairman George C. McConnaughey told the Kentucky Broadcasters Assn. last week.

The FCC chairman also revealed income for Kentucky's tv stations—$3.75 million for three outlets in 1954 and $4,656,441 for four stations in 1955. Broadcast income before tax for Kentucky tv stations was $1,373,978 in 1954 and $1,845,156 in 1955.

Kentucky radio revenues in 1953 were $6,349,983, Mr. McConnaughey disclosed. In 1955, with all 64 stations reporting, revenues were $6,640,160.

Have faith in your industry, the FCC chairman told broadcasters. "All the mountains of baseless charges against your industry can be moved by your unshakeable faith in its essential goodness and permanence."

He also reviewed the status of the current uhf research program and vhf problems.

Upgrading of News Programs Urged at Neb. Assn. Meet

RADIO-TV stations should upgrade news programs to meet a growing hunger for information about what is happening locally, nationally and over the world, according to William J. Newens, partner of Allen & Reynolds, Omaha agency. Addressing the Nebraska AP Radio & Tv Assn. at Grand Island, he said every day offers broadcast management a fresh news challenge.

Paul Fry, KBON Omaha, association chairman, presided over business sessions. E. E. Makiesky, Omaha AP chief, reported on association affairs. Bob Morris, KRBL McCook, moderated a panel on news operation. Chic Crabtree, KOIL Omaha, conducted a news-sales panel.

Barrere to New RTES Post

CLAUDE BARRERE, eastern director of tv for BMI, has been elected executive secretary of the Radio & Television Executives Society, New York, effective Nov. 1.

KMOX St. Louis Strike Of Six Employes Settled

A STRIKE of six news and continuity employes at KMOX St. Louis ended Friday after a series of talks between Robert Hyland, general manager of the CBS owned-and-operated station, and the St. Louis Newspaper Guild. The strike had been called at midnight Wednesday. Picket lines formed but were removed at 4 p.m. Thursday.

KMOX maintained full broadcast operations during the strike, with other employes remaining on the job. The settlement provides a 10% increase for the first year and an additional $2.50 per man per week during the second year of a two-year contract. The agreement is subject to ratification by the national guild. Also provided were several administration provisions and fringe benefits plus a no-strike clause.

George W. Smith Elected New President of NABET

ELECTION of George W. Smith as international president of the National Assn. of Broadcast Employes & Technicians for a three-year term was announced by the union last week following its triennial convention in Toronto, Canada.

During the convention Mr. Smith, who previously had been regional vice president and member of the union's international executive council, described NABET's most pressing problems in radio-tv as automation and manpower cuts. Employers were put on notice that NABET will seek a shorter work week as automation becomes effective.

Re-elected to a second term as international vice president was Eugene P. Klump, Buffalo, N. Y. Reappointed as national officers were Arthur Hjorth, Chicago, international secretary-treasurer, and G. Tyler Byrne, Ridgefield, Conn., international executive vice president.

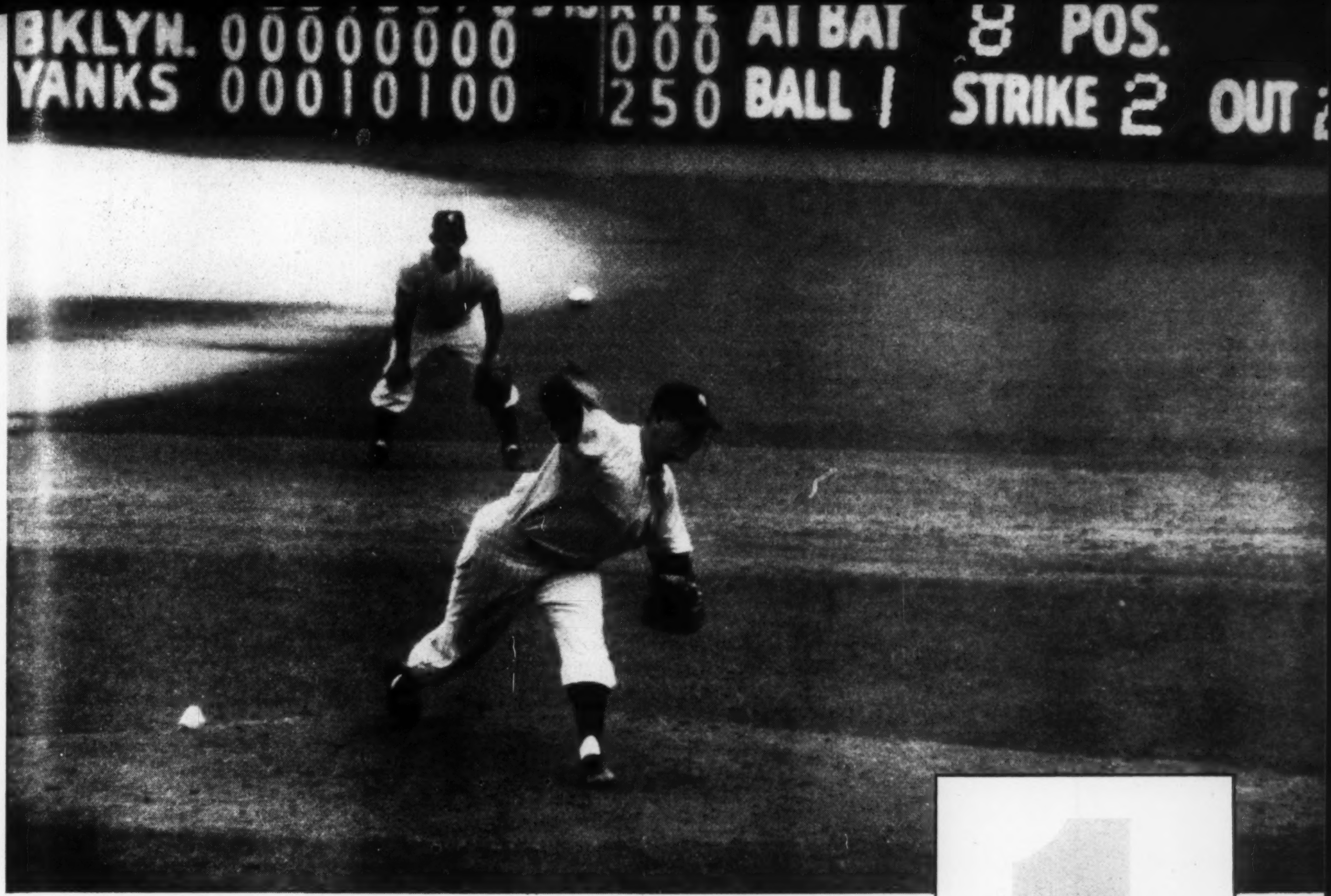
SAG Files Suit to Collect Residual Tv Film Payments

ANOTHER step was taken last week in Screen Actors Guild's drive against all producers who are said to be delinquent in tv residual payments under the guild's collective bargaining contract.

The latest move was in the form of a suit filed in Los Angeles Superior Court to collect more than $20,000 reportedly due actors in re-run payments on 32 episodes of the *Cowboy G-Men* film series. The action was directed against Telemount Pictures Inc., Mutual Television Productions Inc., Telemount-Mutual and two "John Doe" companies.

Writers Guild Council Meets

MEETING of the National Council of Writers Guild of America was to take place over the weekend in New York. On agenda for representatives from both Hollywood and New York were questions involving negotiations affecting both screen writers and radio-tv writers, agent regulation, censorship, revision of residual payments, the guild's proposed television show, radio-tv awards and proposed copyright changes.


BKLYN. 00000000 000 AT BAT 8 POS.
YANKS 00010100 250 BALL 1 STRIKE 2 OUT

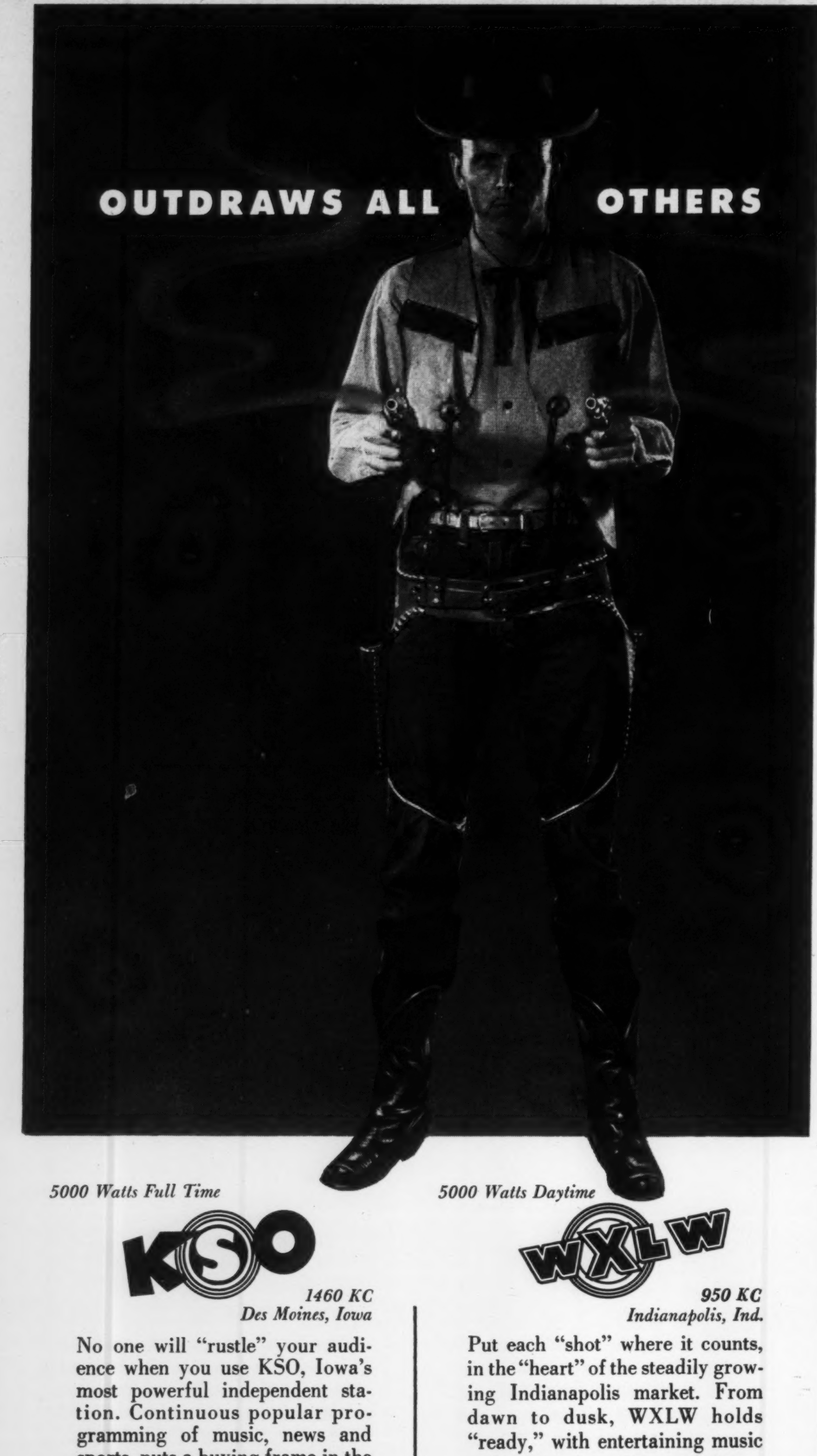
The Yankees' Don Larsen throws the final strike in the fifth World Series game against Brooklyn, to pitch the only no-hitter in Series history and the first perfect major league game in 34 years. As the ball leaves his hand, the scoreboard shows the drama. Exclusive United Press photo by Arthur Rickerby.

1 **United Press**
NEWSPICTURES
TELL THE STORY

Perfect Picture of the Perfect Game

. . . by **UNITED PRESS,** of course!

UNITED PRESS ASSOCIATIONS • 220 EAST 42ND STREET • NEW YORK



5000 Watts Full Time

KSO

1460 KC
Des Moines, Iowa

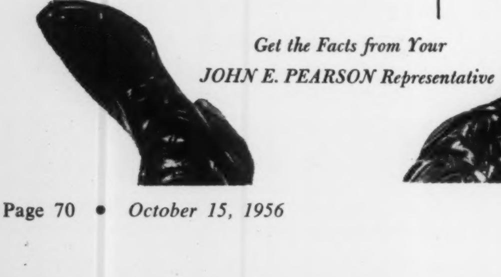
No one will "rustle" your audience when you use KSO, Iowa's most powerful independent station. Continuous popular programming of music, news and sports, puts a buying frame in the mind of KSO listeners . . . just awaiting your sales "shot!" To make every shot count, "zero" in with KSO!

5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

Put each "shot" where it counts, in the "heart" of the steadily growing Indianapolis market. From dawn to dusk, WXLW holds "ready," with entertaining music and news, an audience of financially capable buyers who'll respond with sales. Put a "bullseye" in your sales message!



Get the Facts from Your
JOHN E. PEARSON Representative

ADLER FIRM SHOWS ITS TV TRANSLATOR

Full-Scale test of new service authorized by FCC takes place at Quincy, Wash., side-by-side with reflector system.

A full-scale demonstration of the new tv translator service—authorized by the FCC last summer to permit small, inaccessible communities to receive major city video—took place last week in the 3,500-population community of Quincy, Wash.

The demonstration was arranged by Adler Electronics Inc., New Rochelle, N. Y., and consisted of a side-by-side comparison of the reception of Spokane, Wash., ch. 4 signals (KXLY-TV) from a reflector and an Adler translator.

The reflector system picked up and retransmitted on the same channel the Spokane ch. 4 signals. The picture 6.5 to 18 miles away from the reflector site was reported to be snowy and easily jittered by man-made and natural interference.

The translator, radiating 200 w on ch. 78, delivered a three millivolt signal 6.5 miles away from its site and a 1.8 millivolt field strength 18 miles away, according to Ben Adler, president of the firm bearing his name. Local interference had no impact on the picture, he reported.

Second Test

The test was the second of its kind in the northwest. Mr. Adler has been running an experimental translator transmitter at Manson, Wash., for the past few months. Reflectors are considered unlawful by the FCC because no licenses have been requested or granted. The Commission, after hearing pleas for some sort of service to permit mountain-bound areas to secure tv signals from distant tv stations, established the translator service to answer the need. Translators pick up tv signals, amplify them, and translate them to one of the 14 upper uhf channels, after which they are broadcast.

Out of Quincy's 1,000-odd tv receivers, about 30 had been converted to receive the uhf signals, Mr. Adler said. He also declared that 10-ft. corner reflectors were sufficient to pick up the translator signals, whereas, 40 to 100 ft. towers were needed to pick up the the reflector radiations.

Among those attending the demonstrations, which took place Thursday and Friday, were James E. Barr, assistant chief, FCC Broadcast Bureau; Rep. Don Magnuson (R-Wash.), area tv and radio station engineers and reflector operators.

Mr. Adler said he had commitments for more than 100 translator units. He said translators were already operating in Hawthorne, Nev.; Kingman, Ariz., and Bishop, Calif. Each translator sells for $2,750, with a package of three units to service three channels for Quincy coming to about $18,000 including accessories, building and land.

The Quincy reflector operation is under an FCC order to shut down. Its appeal is pending a U. S. Court of Appeals decision in Washington, D. C.

Leadership!

TOTAL MEASURED
QUARTER HOURS

WDEF-TV 300

Station B 171

TOP TEN NETWORK
PROGRAMS

WDEF-TV 8

Station B 2

TOP FIFTEEN
SYNDICATED
PROGRAMS

WDEF-TV 12

Station B 3

A•R•B June 8-14, 1956

CBS TELEVISION

ABC

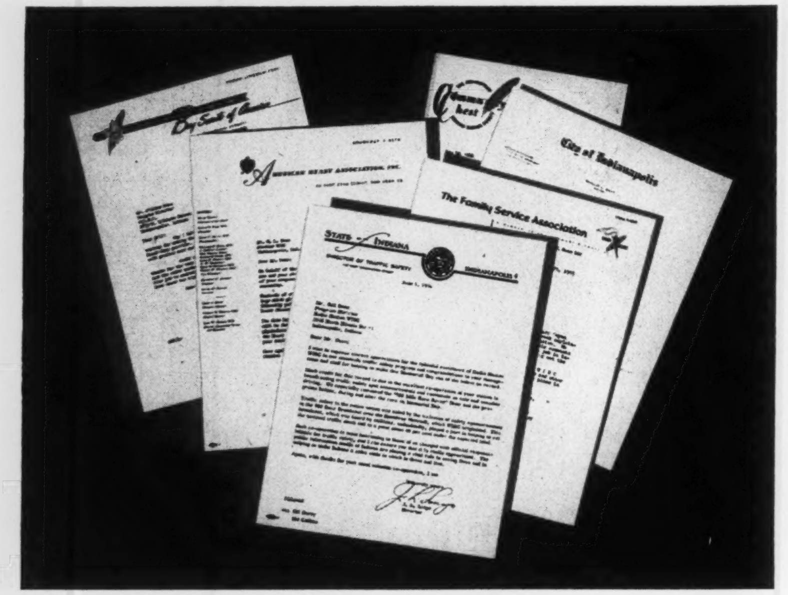
WDEF TV

CH. 12

THE BRANHAM COMPANY

CHATTANOOGA • The 79th Market

WIBC—Leads in Indiana



LETTERS OF APPRECIATION . . . annually WIBC receives hundreds of "thank you" letters for the station's outstanding contributions to community projects. WIBC is immensely proud of this file . . . proud because we believe that the success of a radio station depends upon its integration into the community efforts of its listeners.

FIRST IN COMMUNITY SERVICE

The proof of this principle is reflected by WIBC's public service file and its leadership in audience ratings among Indianapolis radio stations. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN AUDIENCE

WIBC's success in public service and in building big audiences is due largely to its well-known personality salesmen . . . Jim Shelton, Harry Andrews, Bill Baker, Lou Palmer and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana, the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WBUF OPENS TV CENTER; UHF SET INCREASE CITED

$1.5 million Buffalo project formally dedicated last week. Nine-month campaign in the community on behalf of uhf keeps local dealers busy.

NBC's plans to develop a flourishing uhf operation at its WBUF (TV) Buffalo (ch. 17) reached a peak last week when the station formally dedicated its new $1.5 million television center. At the same time at was revealed that nine months of uhf promotion in Buffalo has resulted in a 73,000 increase in uhf sets there.

Called "Project 17" (after the station's channel number), a vigorous promotional effort began early this year when the station undertook to stimulate interest in WBUF with presentations to civic clubs, fraternal organizations and business groups in the Buffalo area. As time went on, each new development at WBUF—such as the new $1.5 million studio building, its high tower and increased wattage (500 kw)—was publicized by on-the-air promotion, newspaper advertising and point-of-sale dealer displays.

In the nine-month period from Jan. 1 to Oct. 1 of this year, WBUF officials said, the number of sets in the Buffalo metropolitan area able to receive the uhf signal rose from 105,000 (31%) to 178,100 (52.9%). The latter figure was based on research conducted by the American Research Bureau.

Demand Exceeds Supply

During the past few weeks, Buffalo distributors and dealers reported they have not been able to stock enough converters to keep pace with demand and that the sales of uhf receivers have zoomed. A survey of major distributors of electronic equipment in Buffalo showed that Radio Equipment Corp. had sold 10,000 converters in the last two months, about half of these in the last two weeks; Genessee Radio & Parts & Co. had sold 2,500 converters, two-thirds of them in the last two weeks, and that RCA Service Co. had sold 50% more converters and antennas in September than in August.

Two days of ceremonies last week were designed to impress a group of industry executives and newsmen invited to the city, as well as viewers in the outlet's coverage area, with the station's readiness to take its place in the market in a strong competitive position. In talks and demonstrations, NBC and station officials stressed that WBUF is fortified with these "plusses": strong technical facilities, including 500 kw power and extensive studio set-up; "powerhouse" programming, provided by extensive community coverage and NBC affiliation, including live color programs; the substantial number of homes equipped to receive the uhf signal, placed at 178,100 (52.9% of all tv homes) as of Oct. 1.

The station was dedicated formally Thursday on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT) by **Charles R. Denny, NBC's** executive vice president in charge of opera-

I'VE GOT 'EM COVERED!

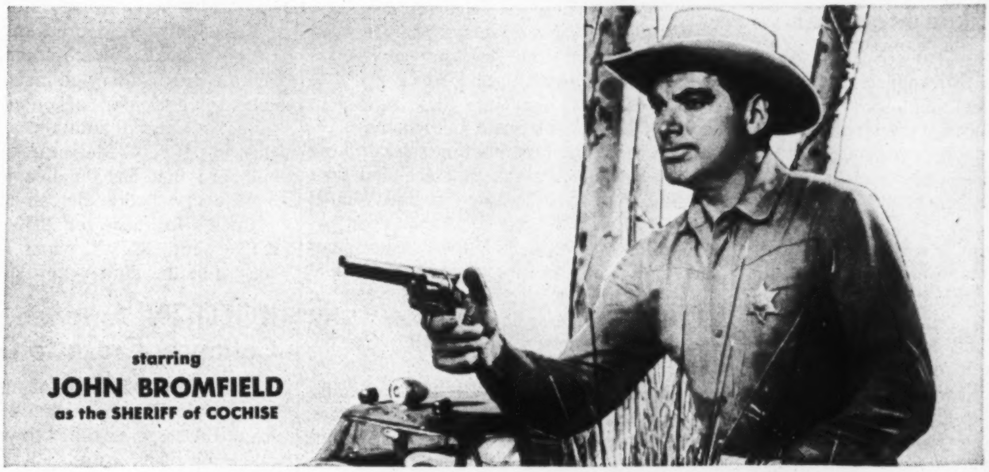
..SOCONY MOBIL OIL IN 67 MARKETS

...10 BIG SPONSORS IN 58 OTHER MARKETS

including

- ..Carnation Company
- National Premium Beer
- White King Soap
- Star-Kist Tuna
- Remington-Rand
- Sunshine Biscuits
- La Rosa Spaghetti
- Carter Products
- Table Talk Pastries
- A-1 Pilsener Beer

I CAN COVER FOR YOU...IF YOU ACT NOW on this new sure-fire police Western Series



starring
JOHN BROMFIELD
as the SHERIFF of COCHISE

the Sheriff of Cochise

produced for NTA by *Desilu*

Never before has a syndicated film series been sold in 125 markets prior to its appearance on the air. That's the track record already chalked up by "THE SHERIFF OF COCHISE," the terrific new action-packed modern western police series.

Produced for NTA...first in TV film distribution...by Desilu, first in TV film production... it's a sure-fire way to get in the saddle with big audiences and big sales. So let "THE SHERIFF OF COCHISE" cover for you...while there's time.

NTA

PHONE—WRITE—WIRE, TODAY! All the details are available from
Harold Goldman, V.P. Charge of Sales

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55TH STREET • NEW YORK 19, N.Y. • PHONE: PLAZA 7-2100 • CABLE: NATTELFILM

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-5561

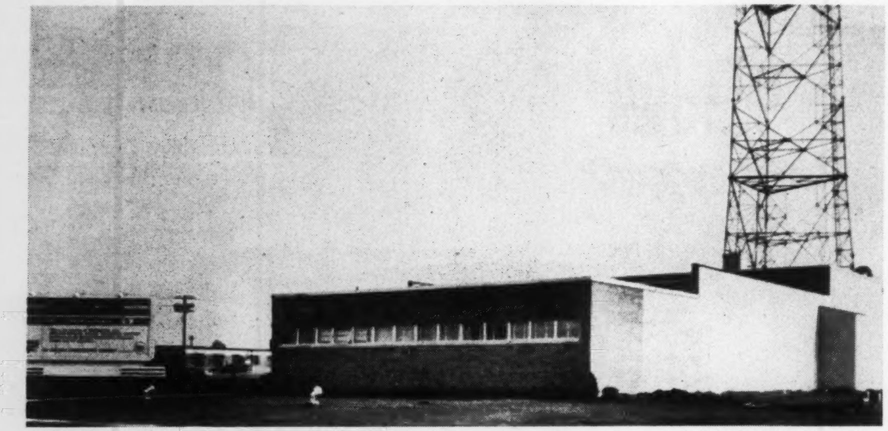
HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Crestview 1-1191

MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2605 Sterick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Statler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOTA
1109 Currie Avenue
Phone: Federal 8-7813



REPRESENTING phase one of the three-phase construction program of WBUF (TV) Buffalo, this structure at 2077 Elmwood Ave. was dedicated last week.

tions, with William Lawless, representing the Mayor of Buffalo, and Charles C. Bevis Jr., general manager of WBUF, participating in the ceremony. Displayed on *Today* were a scale model of the new studio building and a gold replica of the station's antenna tower, which now is 670 feet tall and is slated to go to 740 feet.

Paul F. De Chant Appointed WMIL Milwaukee Manager

APPOINTMENT of Paul F. DeChant as manager of WMIL Milwaukee, succeeding Neil Searles, has been announced along with station's plans for occupancy of new offices and studios now under construction. Mr. Searles resigned to become vice president, director and general manager of WFOX Milwaukee.

Mr. DeChant has been affiliated with WOKY Milwaukee, and formerly was in the sales department of the *Milwaukee Catholic Herald Citizen*.

WMIL will remotely control its broadcasting operation when it moves into new quarters at 2625 W. Wisconsin Ave., said Gene Posner, president of the 1 kw-daytime independent.

McClenahan Forms Rep Firm

ESTABLISHMENT of W. E. McClenahan Co. as a station representative firm designed to represent area and regional radio-tv outlets in Milwaukee, Madison and surrounding Wisconsin areas has been announced by W. E. McClenahan, former station executive. Offices will be located at 5415 N. Berkeley Ave., Milwaukee. Mr. McClenahan formerly was assistant sales manager of WITI-TV Whitefish Bay (Milwaukee), commercial manager of KCRG Cedar Rapids, Iowa, and area sales manager for Pabst Brewing Co.

WNOW-TV to Resume

WNOW-TV York, Pa., ch. 49, which went off the air Sept. 30 because of "uhf troubles," a fortnight ago told the FCC that it intended to resume operation last Friday. The station said that it has received many local comments since going "dark" and that while the immediate outlook remains "unpromising," the station will continue with the hope that conditions will improve.

WRCV-AM-TV Philadelphia Makes Sales Appointments

FIVE appointments in the sales departments of WRCV and WRCV-TV Philadelphia were announced last week by Lloyd E. Yoder, NBC vice president and stations' general manager.

Ted Walworth, former WRCV-TV sales manager, moves to the newly-created post of WRCV-TV sales director. He has been with NBC since 1952 and previously was with Edward Petry Co. and ABC.

Chet Messervey, WRCV time salesman, becomes WRCV-TV local sales manager, a new position. In broadcasting sales for the past 12 years, he has been associated with Westinghouse Broadcasting Co. and WHPE High Point, N. C.

Harold W. Waddell, WRCV sales manager, moves to the new position of WRCV sales director. A veteran of 28 years in radio, his earlier associations include WGAR and WJW Cleveland and WHBC Canton, Ohio.

William S. Dallmann, WRCV merchandising manager, becomes local sales manager. Mr. Dallmann's former associations include WLW-WLWT (TV) Cincinnati, the former WTAM-WNBK (TV) Cleveland and radio-tv director for Mueller, Liebling & Parkins, Cincinnati.

Mary C. Doyle, former director for NBC Philadelphia's Feature Foods Inc., fills the merchandising manager position.

CBS Ups Hughes, Christeon

APPOINTMENTS of Allen J. Hughes as sales development representative in the New York office of CBS Radio Spot Sales and of Gilbert H. Christeon to a similar post in the Chicago office were announced last week by Ray H. Kremer, manager of sales development for CBS Radio Spot Sales.

Mr. Hughes most recently served CBS Radio Spot Sales in the post which Mr. Christeon has assumed with the station representative firm. Previously, he had been with the network sales departments of NBC and ABC. Mr. Christeon previously was an account executive for Weed & Co. in Chicago and earlier had been on the sales staff of WGN in that city.

KING-TV, KTVR, KTTV Launch M-G-M Package

TWO stations started programming Monday the first of their 725 M-G-M feature pictures acquired from Loew's Inc. on an exclusive, seven-year lease basis, and a third station was to begin on Columbus Day (Friday). Programming details were made final along with promotion, advertising and exploitation plans following a cross-country swing by Monroe Mendelsohn, promotion director of Loew's tv division.

KING-TV Seattle launched its M-G-M feature exposure Monday night at 10:45 with "Night of the Opera," starring the Marx Brothers; KTVR (TV) Denver kicked off its program at 9 p.m. with "Her Highness and the Bellboy," starring Hedy Lamarr, and KTTV (TV) Los Angeles was to begin Friday night at 8 with "Thirty Seconds Over Tokyo" with Spencer Tracy and Van Johnson. KTTV plans to show its M-G-M product Mon.-Fri., at 10:15 p.m., with a double feature on Friday—at 8 p.m. Colgate is sponsoring a film showing weekly. Eventually, the station may re-run some of the films afternoons. KTVR will show two films daily, six days a week, Sun.-Fri. at 3 p.m. and Mon.-Sat. at 9 p.m., while KING-TV will show the films at 10:45, Mon.-Sat.

Sales and promotion aids supplied by Loew's include a three-minute trailer on each picture; introductory ad mats, stills and publicity stories; point of purchase display in stores; a special audition print containing clips of all M-G-M features and 20-second billboard that has the Leo the Lion trademark over which audio can be used.

Loew's Inc. acquired 25% interest in both KTTV and KTVR when agreements for leasing of the films were made.

KGEO-TV Antenna, Tower Collapse, Crash to Ground

AFTER two weeks of planning and labor, the 193-ft., 22-ton antenna of KGEO-TV Enid, Okla., was within three feet of being taken out of its seat atop its 650-ft., 100-ton tower and lifted to the ground when both the tower and antenna toppled over, demolishing an estimated $140,000 in steel

Advertisement

.. the MEN in the GREY FLANNEL SWEATSHIRTS

The "characters" in the KLOR ad on page 75 are definitely *not* Powers Models.

However, they are basic TV men who know the Portland buying habits from stem to stern.

Clockwise, they are: Bill Plummer, Production Manager; Bill Nutt, Merchandising Manager; Sam Herrick, Program Manager; John Schile, General Manager; Jack Provis, Chief Engineer and Jim Sherard, Promotion Department.

SALES
LESLIE SALT

...the MEN in the GREY FLANNEL SWEATSHIRTS

The sales crew that goes to work for you in the billion-dollar Portland market the moment you place a schedule on KLOR Channel 12. A "task force" representing over 100 years (combined) experience in sales, merchandising, radio and television.

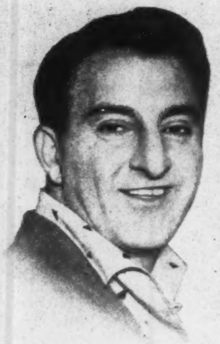
Is it any wonder that Portland retailers, brokers and distributors invariably cast their vote in favor of this winning combination.

Get the Facts
Get the Figures from
GEORGE P. HOLLINGBERY CO.

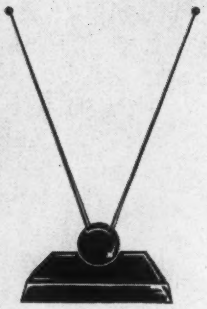
KLOR *Channel* **12**

PORTLAND, OREGON
GOOD LOOKING
HOME OWNED

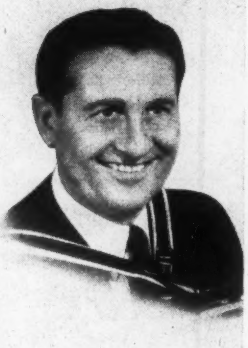
ten qu



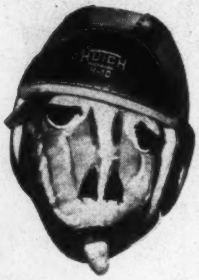
Who
is this
top banana?



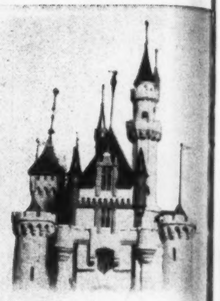
What
is this
device?



What instrument
does this
musician play?



Who is
this dragon's
team-mate?



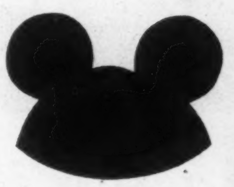
Where
is this
castle?

cl

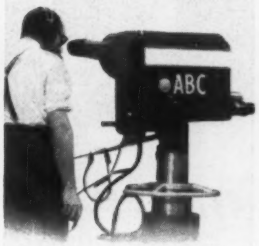
estions

Which weapon
does this
character prefer?

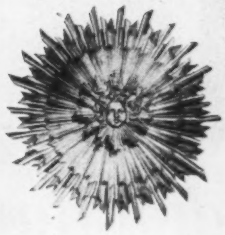
How does
this man
earn his living?



When is
this hat
worn?



What is
this man
doing?



What does
this sunburst
symbolize?

...that even a Broadcasting -Telecasting reporter couldn't have answered in 1931

We'll bet you've already discovered the catch.

You'd have to have seen commercial television to get the right answers. And nobody in 1931 had. Not even a Broadcasting-Telecasting reporter.

These days Broadcasting-Telecasting is packed with headlines and stories and comment about radio *and* television. We know—because ABC has been a part of those headlines, stories and comments.

And if you'll pardon a direct compliment, we like the way B-T reports the news about ABC. Fast . . . freshly . . . absorbingly.

We'll do our best to keep the news about ABC every bit as fast, fresh and absorbing as B-T's coverage of it. No question at all about that.

abc
television network

NOW! Hooper and Pulse Agree!

NO. 1

Radio Station in Houston is

K-NUZ

Hooper May thru July 1956

Monday thru Friday 7 A.M.—12 Noon (Sample Size—18,628)		Monday thru Friday 12 Noon—6 P.M. (Sample Size—23,040)	
K-NUZ	**23.0**	**K-NUZ**	**23.2**
Net. Sta. "A" —	12.1	Net. Sta. "A" —	12.5
Net. Sta. "B" —	9.4	Net. Sta. "B" —	8.4
Net. Sta. "C" —	11.7	Net. Sta. "C" —	11.8
Net. Sta. "D" —	13.8	Net. Sta. "D" —	7.7
Ind. Sta. "A" —	5.9	Ind. Sta. "A" —	7.2
Ind. Sta. "B" —	6.7	Ind. Sta. "B" —	9.6
Ind. Sta. "C" —	13.8	Ind. Sta. "C" —	11.1

Now . . . K-NUZ is the Leader by a GREATER MARGIN—Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

THE ANTENNA dug a furrow, then was broken into four sections by the impact.

and electrical equipment.

The Seago Construction Co., Dallas, was preparing to remove the antenna to the site of KGEO-TV's new tower (28 miles southeast of Enid) when the accident occurred. Though five construction workers had ridden to the top of the tower daily for two weeks, none were present when the antenna and tower toppled a fortnight ago. The boom and gin-pole being used to hoist the antenna buckled along with the tower, which folded into four huge sections.

George Streets, general manager of KGEO-TV, and Phil Banta, president of Streets Electronics Corp., which owns the Enid station, said officials of RCA (with whom the station has a contract for the operation) have been contacted to rush shipment of a new antenna. In the meantime, KGEO-TV will continue to operate from its temporary antenna in downtown Enid.

WAAM Inc. Names Wolfe V. P.

BEN WOLFE, director of engineering for WAAM (TV) Baltimore since 1949, has been named vice president of WAAM Inc. He continues to serve as WAAM engineering director.

STATION PEOPLE

Russell Gohring, vice president and general manager, WOHO Toledo, Ohio to WPON Pontiac, Mich., as general manager.

John S. Bell, program director, WDOG Marine City, Mich., appointed general manager of station.

Howard DeMere staff announcer-weatherman, KSD-KSD-TV St. Louis, Mo., to station manager, WBOP Pensacola, Fla.

James R. Terrell, news director, WKY-AM-TV Oklahoma City, appointed national sales manager for WKY-TV succeeding **John Haberlan,** moved to WTVT (TV) Tampa, Fla.

Herbert J. Weber, publisher, to general sales manager, WJBK-AM-FM Detroit.

John H. Hade, WFAS-AM-FM White Plains, N. Y., appointed sales manager.

William Travis, formerly account executive, WJJD Chicago, appointed commercial manager and assistant managing director, WAIT Chicago.

IT'S OUR BIRTHDAY, TOO!

19 OCT 56
15
3 YEARS

and remember . . .

2 heads are better than 1 . . .

ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!

And in Portland, Oregon Market KOIN-TV delivers

OVER TWICE THE AUDIENCE

of any other station!

TOP RATINGS

- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB
1956 Salem ARB

HIGHEST TOWER
MAXIMUM POWER

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

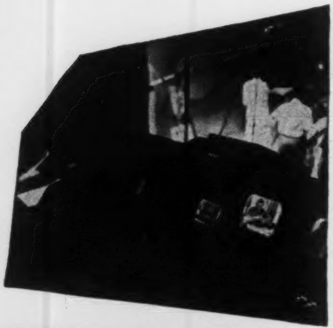
Source: May 10, 1956, Sales Management "Survey of Buying Power"

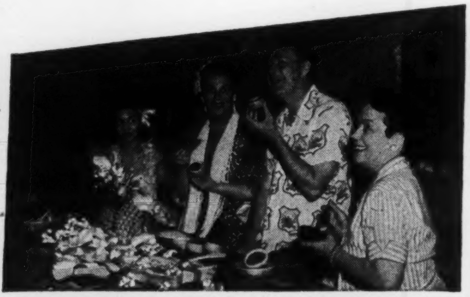
KOIN-TV

Channel 6 — Portland, Oregon

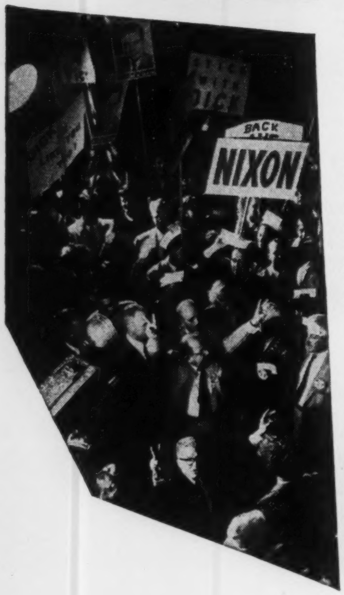
THE **BIG**
MR. SIX
IN THE WEST

Represented Nationally by CBS Television Spot Sales





FACE THE NATION



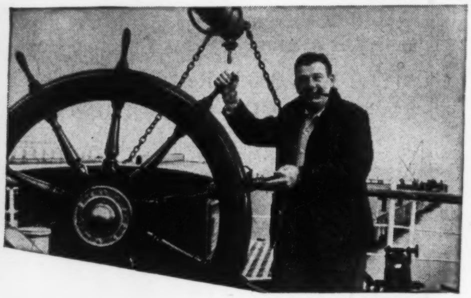
Here are scenes from some of KPIX's recent good mixing activities.

Top row, left to right: (1) Director's view of "Ten Seconds to Live," part of Channel 5's continuing study of the Bay Area's transportation crisis. (2) Sandy and Faye enjoy an authentic luau on "This Morning." (3) Announcer, director, Phil Lasky and Hal March huddle before March's emceeing of BIG MOVIE contest award ceremonies. (4) "Decision or Dilemma—The Facts About Rapid Transit," San Francisco's first television editorial.

Second Row, left to right: (1) Captain Fortune in a rare serious moment. For five years, the Bay Area's number one children's attraction. (2) Stanford University Summer Institute to which KPIX's staff annually devote over 200 hours of planning and instruction. (3) CBS President, Frank Stanton and Thomas E. Dewey join the regular "Face the Nation" staff after one of the "Nation" telecasts originated by KPIX. (4) Westinghouse's own Betty Furness at the Cow Palace. (5) "Deputy Dave" with his musical history of conventions, campaigns and Presidents.

Third Row, left to right: (1) Subjects of His Honor the Mayor's official "I Go Wolo" Day proclamation, were KPIX's Wolo, puppetmaster of the West Coast and his friend, Aloysius. (2) "Everyman's Religion" remote telecast direct from the flight deck of the aircraft carrier, _Essex_.

Bottom Row, left to right: We were there . . . helping CBS-TV produce "audience preferred" convention coverage. (2) Recently, KPIX originated a full week of Arthur Godfrey's shows. (3) Kirk Douglas as the "Champion." One of KPIX's complete new library of great feature films. (4) Louie Jordan's Band blows up a storm on the "Del Courtney Showcase," San Francisco's top, live variety show.



GOOD MIXERS!

Above all, KPIX believes that truly outstanding television can only be achieved through the efforts of "good mixers."

"Mixers" who start with the pace-setting entertainment and educational programs of the CBS Television Network, add their own award-winning local, live community service and commercial productions, the cream of the syndicated packages and the finest feature films available.

"Mixers" who add a bright bit of showmanship to everything they do.

"Mixers" who think of their medium as probably the most influential community force and respect and treat it as such.

"Mixers" who know that a sale doesn't end at the contract signing . . . who know that exciting audience promotion and sound merchandising are the keys to the real payoff in this, the most powerful selling tool of them all.

In short, "Good Mixers" who personify the bold thinking that guides the Westinghouse Broadcasting Company . . . "mixers" ready and able to help you solve your selling problems.

Call Lou Simon, KPIX Sales Manager, or your nearest Katz representative for availabilities or more information.

In San Francisco, no selling campaign is complete without the WBC station . . .

KPIX 5

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

$21 MILLION IN STATION SALES FILED; FCC APPROVES WHITNEY & CO. PURCHASE

Crowell-Collier details financing plan for its near $16 million purchase from Consolidated. Also filed with Commission is application for $5.3 million WIND sale to Westinghouse.

THE FCC was called upon to approve broadcast station sales totaling more than $21 million last week—and at the same time it okayed a $10 million transaction.

Filed with the FCC was the $16 million purchase of Bitner-controlled Consolidated Television & Radio Telecasters Inc. properties in Indianapolis, Grand Rapids, Minneapolis and Flint.

Also submitted for FCC approval was the $5.3 million purchase of WIND Chicago by Westinghouse Broadcasting Co. This includes a construction permit for ch. 20 in that city.

And, by a vote of four to two, the Commission approved the $10 million purchase of Universal Broadcasting outlets in Indianapolis and Fort Wayne by J. H. Whitney & Co.

PRINTING PLANT SALE, JANEWAY STOCK BUY IN C-C FINANCING

THE second largest financial transaction in broadcasting history was laid before the FCC for its approval last week when Crowell-Collier Publishing Co. on Thursday submitted its application for permission to buy the stock of Consolidated Television & Radio Broadcasters Inc. for slightly less than $16 million.

The application was filed five and a half months after the first public announcement was made of the agreement for the giant publishing firm to enter into broadcasting ownership [B•T, April 30].

Consolidated stations are WFBM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich.; WTCN-AM-TV Minneapolis, Minn., and WFDF Flint, Mich.

Crowell-Collier publishes *Collier's* and *Woman's Home Companion* magazines, *Collier's Encyclopedia, Harvard Classics,* and other books. It has also recently established a radio-tv-recording production division.

If approved by the FCC, Crowell-Collier will become the third largest non-network station group—exceeded only by Storer Broadcasting Co. and Westinghouse Broadcasting Co.

The largest broadcasting transaction was the $25.5 million merger of ABC with Paramount Theatres Inc. in 1953. This, however, involved a stock transfer.

Delay in filing the application, which caused speculation for a while that the deal had fallen through, was caused by problems in securing financing, it was understood.

In the interim, Crowell-Collier bought 5 kw independent KFWB Los Angeles (on 980 kc) from Harry Maizlish for $2.5 million. Another contemplated purchase, that of KULA-AM-TV Honolulu for $1 million, was cancelled by mutual consent, it was reported.

Crowell-Collier has secured $11 million through (1) sale of its Springfield, Ohio, printing plant to Webb & Knapp for $5 million, and (2) sale of $6 million in preferred stock to a syndicate headed by economist Eliot Janeway. Webb & Knapp is 50% owner of ch. 9 KBTV (TV) Denver, Colo.

An agreement for a $1.5 million loan from the National Bank of Detroit is also included in the financial arrangements.

Crowell-Collier subsidiary Collier Broadcasting Co. is buying the entire outstanding 607,200 shares of Consolidated at $20 per share. It already has received acceptances from 90% of Consolidated stockholders, it reported. Controlling stockholders are Mr. and Mrs. Harry M. Bitner Sr., Harry M. Bitner Jr. and Evelyn Bitner Pearson. Together they own 56.03% of Consolidated.

The actual purchaser, Collier Broadcasting Co., has been established with a $1.5 million capitalization. Crowell-Collier is also advancing $9.5 million. Collier Broadcasting holds the $1.5 million bank credit.

Collier Broadcasting is paying $12,144,000 for the 607,200 shares of Consolidated stock, plus retiring a Consolidated debt that now amounts to $3.2 million. The $20 per share price is subject to a deduction of up to 50 cents per share for brokerage commissions.

The Webb & Knapp purchase of the C-C Ohio plant also contains a leaseback arrangement which provides for a 25 year rent at $750,000 annually, with renewal options. There is also a repurchase option, capable of being exercised five years later whereby Crowell-Collier can buy back its plant for $7.5 million. This agreement was due to be executed Oct. 15.

The Janeway group includes Col. Henry Crown and family (Empire State Bldg. Corp.), Charles Wiener and Myron Hokin, Chicago industrialists. This agreement was to be concluded in the "next several days" because of Mr. Janeway's illness.

Mr. Janeway was at one time business editor of *Time* magazine; adviser to the editor-in-chief, Time Inc.; business trends consultant to *Newsweek* magazine; columnist for the *Christian Science Monitor* and the *New York Times* as well as professional journals; and today is publisher and owner of Janeway Publication & Research Corp.

The Detroit bank agreement, in the form of a letter from the bank agreeing to establish the $1.5 million credit, provides for repayment in two years with 5% interest.

The original agreement between Crowell-Collier and Consolidated included an Oct. 31 deadline for consummation. This has been extended to Nov. 21 for FCC approval and Nov. 30 or Dec. 31 for consummation.

Included in this portion of the contract is a complex provision for $100,000 for "liquidated damages" in case FCC approval comes after Nov. 21 or consummation occurs after Nov. 30 or Dec. 31. On a pro-rated basis, this amounts to about 16 cents a share if this option is exercised by any of the stockholders.

The Collier Broadcasting board was named as Paul C. Smith, chairman and president (he is president of Crowell-Collier); Eugene J. McCaffrey, executive vice president-treasurer (C-C treasurer); Carl O. Hoffman and R. Carl Chandler, directors (same with C-C); Denis O'Sullivan, secretary (secretary of C-C), and William J. Seif, asst. secretary-treasurer (asst. treasurer-auditor of C-C).

Invited to join the Crowell-Collier board is the senior Mr. Bitner. Harry M. Bitner Jr. has been invited to be president of the broadcast properties, the application reported.

As before, Crowell-Collier reported that William H. Birnie, a vice president of the publishing house, owns 4% of WKNE-AM-TV Keene, N. H., which in turn owns 51.2% of WKNY Kingston, N. Y., and that both of these broadcast entities own a total of 20.7% of WKNY-TV Poughkeepsie, N. Y.; and that Edward L. Elliott, a director of C-C, is a director of WROW-WCDA (TV) Albany, N. Y., which also owns WCDB (TV) Hagaman, N. Y.

The Bitners will receive $19.50 per share for their 56.03% interest, to be paid $3 at closing, another $2 on Jan. 2, 1957, plus $14.50 to be paid in eight annual installments beginning one year from closing.

The Consolidated balance sheet as of July 31, 1956—covering all Consolidated properties including the Indianapolis outlets which are licensed to Consolidated—showed that total assets amounted to $6,687,773, of which $776,005 were current assets. Total current liabilities were listed as $914,652; notes payable as $2,784,643; earned surplus as $2,581,369 and profit to Aug. 15 $296,760. Replacement costs for all Consolidated properties were totaled as $1,865,028.

Individual balance sheets for July 31, 1956, for subsidiary companies showed that WOOD-AM-TV had an earned surplus of $1,097,566, with profit to Aug. 10 of $359,518; WTCN-AM-TV had a deficit as of Nov. 30, 1955, of $475,667, with a loss to Aug. 13 of $110,877; WFDF had an earned surplus of $214,010, with a loss to Aug. 11 of $109.

WFBM-TV operates on ch. 6 and is affiliated with NBC; WOOD-TV on ch. 8 affiliated with NBC and ABC, and WTCN-TV on ch. 11 affiliated with ABC.

WESTINGHOUSE'S WIND BUY INCLUDES CHICAGO TV CP

THE WBC purchase of WIND Chicago for $5.3 million marks this transaction as one of the largest sums ever paid out for a radio station. The ch. 20 tv outlet is not operating.

WIND, founded in 1927 is on 560 kc with 5 kw directional. It is owned by Ralph L. Atlass, 11.1%; H. Leslie Atlass Jr. and Frank and Harriet Jane Atlass, 29.7%; John

Red Fox

Vulpes Fulva

Swift and cunning, Michigan's Red Fox has rusty-colored fur, black-fronted forelegs, and white-tipped tail. The young are born in springtime. Mice and other rodents are caviar to this crafty family.

Original sketch
by conservationist
Charles E. Schafer

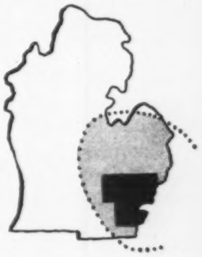
Put your money where the people are

Flirting with foxes is great sport—but seldom puts a dollar in an advertiser's till.

WWJ's radio signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Cry "Yoicks!" when you're hunting for foxes. Use WWJ when you're gunning for sales.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1½ million cars and spend over $5 billion annually for retail goods.



WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

S. Knight (*Chicago Daily News*), 27.7%; Helen A. Wrigley and family, 26.4%; and John T. Carey, 5.5%.

WIND balance sheet as of Aug. 31, 1956, showed total assets of $2,024,224, of which $729,887 were current assets. Total current liabilities were given as $867,925, and surplus was listed as $1,111,299.

If FCC approves, Westinghouse will own its limit of seven am stations. It already owns KDKA Pittsburgh, WBZ Boston, KYW Cleveland, WBZA Springfield (Mass.), WOWO Fort Wayne and KEX Portland (Ore.). It also has tv outlets in Pittsburgh, Boston, Cleveland and in San Francisco.

FCC APPROVES UNIVERSAL'S $10 MILLION SALE TO WHITNEY

FCC last week approved the $10 million sale of Universal Broadcasting Co. to a 100% owned subsidiary of J. H. Whitney & Co., New York investment firm. The action was taken by four commissioners; Comr. Rosel H. Hyde abstaining from voting and Comr. Robert T. Bartley dissenting. Chairman George C. McConnaughey was absent.

Involved in the ownership transfer were WISH-AM-TV Indianapolis, WANE Fort Wayne and WINT (TV) Waterloo, Ind. All are CBS affiliates, with WISH-TV operating on ch. 8 and WINT on ch. 15. Universal bought WINT from Tri-State Television Inc. for $800,000 last June, dropping a permit for ch. 69 in Fort Wayne when the Waterloo transaction was approved.

Comr. Bartley, as he has in similar transfers, objected, asking for hearing on the question of concentration of control. Calling attention to what he termed "possible dangers toward which we are heading in the broadcast field" by permitting increasing concentrations of ownership of broadcast facilities in the major markets, he said, "It appears that the primary purpose of the transferee is to diversify its corporate activities. . . ." This widespread development could have profound effects on the broadcast structure, Comr. Bartley said, "extending to network affiliation, national spot advertising and even local advertising . . . program service . . . . public interest."

The fact that Universal bought WINT last summer and "now proposes to sell at a profit" raises questions regarding trafficking in licenses, Comr. Bartley said.

Universal stations are owned primarily by C. Bruce McConnell who holds nearly 55%. Robert B. McConnell remains as general manager of WISH-AM-TV. The two McConnells are also members of the board of Indiana Broadcasting Corp., the Whitney subsidiary. Other board members are C. Wrede Petersmeyer, Walter N. Thayer and Robert F. Bryan, Whitney partners, Howard Brundage, Whitney associate, and former Universal stockholders Stokes Gresham Jr., chief engineer of the stations, and Frank E. McKinney, Democratic Party official in Indiana. The McConnell-owned WHBU Anderson, Ind., was not included in the sale.

Transaction gives the Whitney company its third broadcast property — its third tv outlet, and first two radio stations. Whitney owns 90% of ch. 8 KOTV (TV) Tulsa, Okla., and 90% of ch. 11 KGUL-TV Galveston, Tex. The Whitney firm bought KOTV in 1954 from Wrather-Alvarez Inc. for $4 million. It bought the KGUL-TV property last August for $4.5 million. The Whitney firm also has interests in a number of community tv systems.

Among other sale applications filed with the FCC: KDON Salinas, Calif., sold by Frank Oxarart Inc. to KDON Inc., for $116,446.16. KDON Inc. principals are Clark E. and Irene H. Fee and Glen M. and Helen N. Stadler, the latter two of whom own KEED Springfield, Ore. KDON is on 1460 kc with 5 kw and was founded in 1935. The station showed a loss of $19,926.39 for the seven-month period, ending Aug. 31.

WGAT Utica, N. Y., sold by Central Broadcasting Co. to Star Broadcasting Co., for $85,000. Star Broadcasting operates WBBF Rochester and WGVA Geneva, both N. Y., and is owned by Maurice R. Forman (50%) and E. Menden (33%). WGAT showed a net 1955 loss of $9,994.97 and net loss for the first seven months of 1956 of $10,688.44.

KWIE Kennewick-Richland-Pasco, Wash., remaining 60% of KWIE was sold to Cascade Broadcasting Co., 40% owner, for $79,000 and assumption of obligations. Sellers are Clarence J. McCredie and Harold A. Clark. Cascade owns KIMA-AM-TV Yakima, Wash., satellites KLEW-TV Lewiston, Idaho, KEPR-TV Pasco and KBAS-TV Ephrata, both Wash., and is applicant for ch. 8 in Walla Walla, Wash.

Seven New Am Facilities Given Grants by FCC

THE FCC approved seven new am stations last week. They were:

Clarksville, Ark.—Peach County Radio, 1360 kc, 500 w, daytime. Pat S. Goolsby, former general manager, KFNA Mena, Ark., and Chester Wilkerson, merchandise interests, are equal partners.

Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw, daytime. Mr. Lapica is sales, news and research director of KBLA Burbank, Calif.

Pocatello, Idaho—J. Ronald Bayton (50% owner-manager of KOFE Pullman, Wash.), 1290 kc, 1 kw, daytime.

Omaha, Neb.—Central Plains Bcstg. Co., 1420 kc, 500 w, daytime. President and 65% owner Harold A. Soderlund is general manager of KFAB Omaha.

Abingdon, Va.—Burley Bcstg. Co., 1230 kc, 250 w, unlimited. Lindy M. Seamon, general manager-chief engineer, WRIC Richlands, Va., and Nelson T. Barker, fuel and automobile interests, are equal partners.

Colorado Springs, Colo.—Taylor Bcstg. Co., 1460 kc, 1 kw, daytime. Principals are President-Treasurer W. C. Taylor (50%), Gene Reischman (20%), Homer Glover (10%) and J. Kenneth Smith (10%).

Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 1490 kc, 100 w, unlimited. Garden of the Gods operates KCMS-FM Manitou Springs. In latter two grants Commission made final the initial decision announced Sept. 7.

FTC FORMS UNIT TO MONITOR AIR

T. Harold Scott named to head new investigative branch which will keep eyes and ears open for questionable advertising on radio-tv.

THE Federal Trade Commission last week sketched its plans for stepped-up monitoring of radio and tv advertising and named T. Harold Scott, FTC attorney, to head the new investigative unit.

FTC Chairman John W. Gwynne said Mr. Scott will be legal adviser and assistant for radio-tv to Sherman R. Hill, chief project attorney of the FTC's Bureau of Investigation.

MR. SCOTT

As indicated last August by Alex Akerman Jr., FTC executive director [B•T, Aug. 6], FTC's attorney-investigators in its eight branch offices will assist the new unit by monitoring radio and tv broadcasts on a part-time basis, in addition to their other investigative work. These branches are in New York, Chicago, New Orleans, Cleveland, Kansas City, San Francisco, Seattle and Washington.

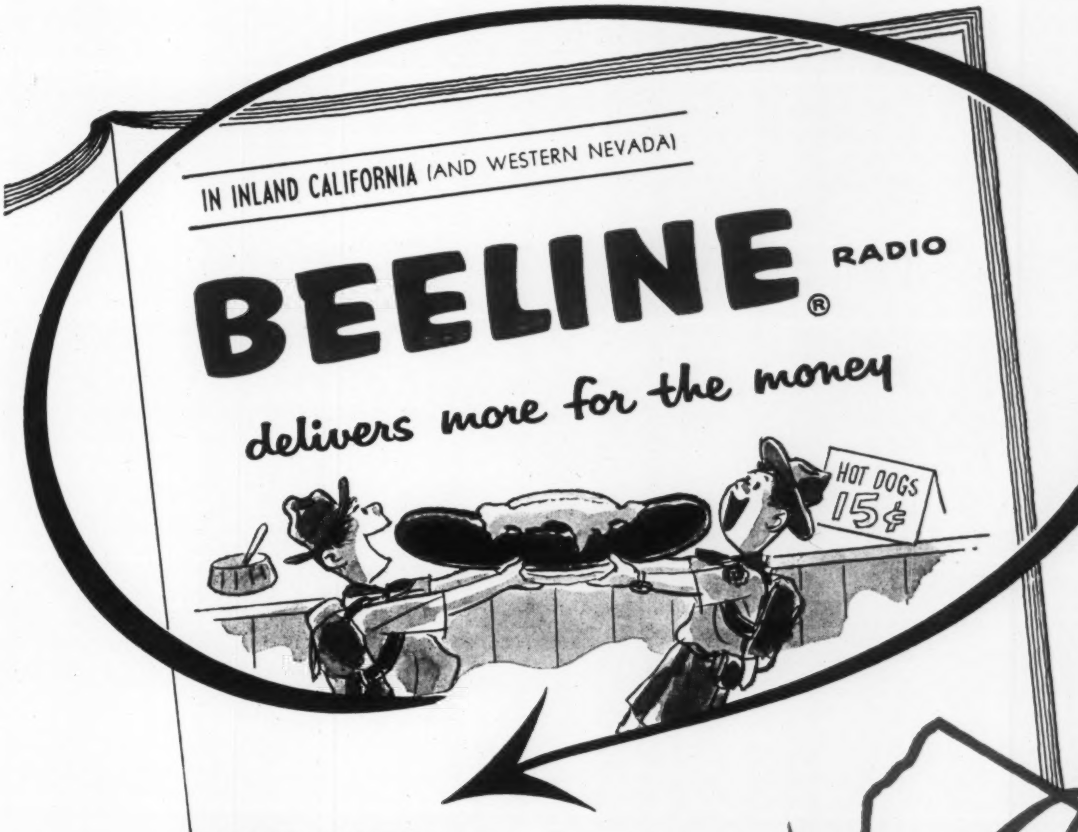
Mr. Akerman at the time explained that these field attorney-investigators "cover the whole country during a year" on their regular investigations and will use spare time to monitor local radio-tv broadcasts in each city for fraudulent and misleading ads.

The FTC's present "task force" of four attorneys at Washington headquarters, which examines scripts and continuities furnished by radio and tv stations on a scientific sampling basis, will be merged into the new unit. Mr. Akerman feels that trained legal investigators—actually monitoring broadcasts in person and continuing to check sample scripts furnished by radio-tv stations four times a year on request from the FTC —will increase effectiveness of the FTC checks by use of both methods. Although a few stations have objected to the FTC's requests for sample day scripts four times yearly, they usually have become mollified when FTC tells them that they are not being singled out and that all stations must furnish the scripts, an FTC spokesman said.

Mr. Akerman said that while radio-tv stations have "done a good job of screening out false advertising," FTC's new monitoring unit "undoubtedly will offer even greater protection to the public."

The FTC has been conferring with FCC staff members to work out a system whereby the FCC is notified when an advertiser is using questionable advertising practices on a given broadcast station or network, according to Mr. Hill, and expects to announce a new FTC-FCC liaison formula "shortly."

Discussions for such a formula were un-


IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE® RADIO
delivers more for the money
HOT DOGS 15¢

...JUST LOOK AT

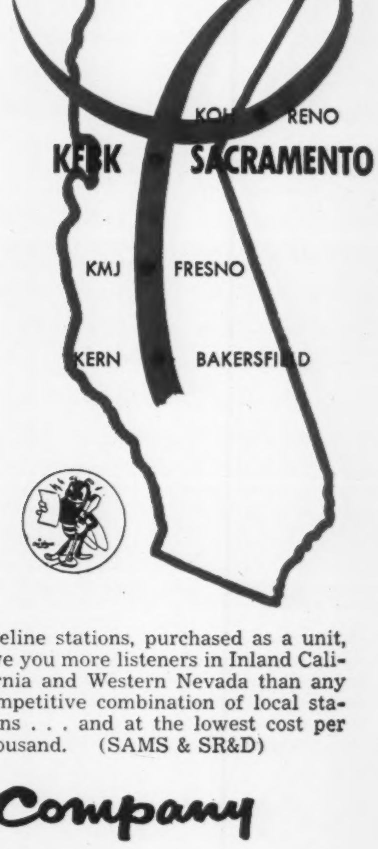
KFBK

THE BEELINE'S 50,000 WATT SACRAMENTO STATION

KFBK has more top rated daytime shows ... 9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has greater coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a greater FCC contour, daytime and nighttime, than any competitive station.


KOH RENO
KFBK SACRAMENTO
KMJ FRESNO
KERN BAKERSFIELD

Beeline stations, purchased as a unit, give you more listeners in Inland California and Western Nevada than any competitive combination of local stations . . . and at the lowest cost per thousand. (SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative dertaken after an exchange of correspondence last spring between Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee and FCC Chairman George C. McConnaughey, in which Mr. McConnaughey said the FCC staff would consult with the FTC in working out a plan whereby the FCC would be notified of the radio or tv station or network involved in FTC charges and other action against questionable advertisers.

Sen. Magnuson, who as chairman of a Senate Appropriations subcommittee was largely responsible for restoring a $100,000 cut from the FTC's fiscal 1957 budget with the understanding FTC would increase its monitoring of fraudulent radio-tv commercials, indicated he thought the FCC and FTC should exchange specific information where radio-tv abuses are involved.

U. S.-Mexico Am Talks To Resume This Week

RESUMPTION of U. S.-Mexico talks regarding an agreement on the use of standard broadcasting frequencies is scheduled to get underway this week in Mexico City. FCC Comr. Rosel H. Hyde, head of the American delegation, leaves Washington this morning and expects to spend the week discussing the two countries' frequency agreement.

Asst. chief of the U. S. Delegation is John C. Cross, State Dept. Sr. Carlos Nunez, Ministry of Communications, is chief of the Mexican delegation.

INDUSTRY SPOKESMEN TAKE THE STAND BEFORE SENATE PROBE OF ELECTIONS

MBS President Poor opposes proposals that broadcasters donate free time for campaigning. Agency representatives (NC&K for Democrats, BBDO for Republicans) tell about spending, remain quiet on legislative recommendations.

INVESTIGATION into political campaign expenditures, including those for radio-tv time, was kicked off last week by the Senate Elections Subcommittee headed by Sen. Albert Gore (D-Tenn.). The unit heard testimony from MBS, the two major national political committees and their advertising agencies, and others Monday through Wednesday last week.

MBS President John B. Poor said his network has sold only three half-hours of time for the presidential campaign, all to the Democrats. Also testifying were Eugene H. Kummel, vice president of Norman, Craig & Kummel, New York, Democratic agency, and Carroll P. Newton, vice president and board member of BBDO, New York, GOP agency.

Among other witnesses testifying on matters affecting the radio-tv industry were Democratic National Chairman Paul M. Butler; GOP National Chairman Leonard W. Hall; Robert R. Nathan, executive committee chairman, Americans for Democratic Action (ADA), and Alexander Heard, political science professor at the U. of North Carolina.

Mr. Poor objected to free time proposals under the present equal access provisions of Sec. 315 of the Communications Act. The two agencymen reported their spending on behalf of the two parties, but declined to make recommendations on legislation. Mr. Nathan asked that networks be required to give free time to candidates. Prof. Heard reported on political contributions and spending in the 1952 campaign.

Sen. Gore said plans for another session before the Nov. 6 election are indefinite, although hearings will be held after the voting. Scheduled for late November, he said, are reports on political spending with individual radio and tv stations, to be secured through cooperation with NARTB.

At one point, Sen. Carl T. Curtis (R-Neb.) requested that tv newsreel cameramen covering the hearing identify themselves. One of the units was hired to cover the hearings by United Auto Workers (AFL-CIO). Sen. Curtis didn't object to the coverage but wanted it known that UAW was covering the hearing by film and tape for radio-tv programs on individual stations. Sen. Curtis said various labor unions were making 1,500 to 2,000 broadcasts a week, mostly in behalf of Democrats.

MBS President Poor said Mutual has sold or contracted for three half-hours, all to Democrats. This includes the Sept. 13 broad-

THESE INDUSTRY FIGURES DONATED HARD CASH, TOO

A NUMBER of persons associated with the broadcasting industry were named last week in a report of contributors to the Republican and Democratic party coffers. The list was introduced into the record of the Senate Elections Subcommittee, and was compiled by the Clerk of the House of Representatives to indicate donations in excess of $500 to one or more of 14 GOP and three Democratic groups from Jan. 1 to Aug. 31, 1956. Names with broadcast connotations:

DEMOCRATS

Robert H. Hinckley, ABC Washington vice president, $500; Lou Poller, WCAN-TV Milwaukee (now suspended), $2,500; William A. Roberts, Roberts & McInnis, $800; Mrs. Edgar B. Stern (Edgar B. Stern Jr. is president of WDSU-AM-FM-TV New Orleans), $1,000.

REPUBLICANS

Louis N. Brockway, executive vice president, Young & Rubicam, $1,000; Bob Hope, stockholder, KOA-AM-FM-TV Denver, $5,000; Time, Inc. officials, Roy E. Larsen, president, $3,500; Henry R. Luce, editor-in-chief, $8,500, and James A. Linen, publisher, $1,000; Edward J. Noble, director, AB-PT, and Mrs. Ethel T. Noble, $17,000; Stanley Resor, board chairman, J. Walter Thompson Co., $1,000.

George B. Storer, Storer Broadcasting Co., $5,000; Thomas G. Tinsley Jr., WITH-AM-FM Baltimore, WXEX-TV Petersburg, Va., and Patricia McCord Tinsley, $12,000; John Hay Whitney, J. H. Whitney & Co., and Mrs. Whitney, $26,000; Oveta C. Hobby, *Houston Post* (KPRC-AM-FM-TV Houston), $1,000; John S. Knight, John S. Knight stations, $1,000; Sigurd S. Larmon, president, Young & Rubicam, $500.

Gardner Cowles, Cowles stations, $1,000; J. H. S. Ellis, president, Kudner Agency, $500; Bruce Barton, board chairman, BBDO, $1,000; Robert T. Colwell, vice president, Sullivan, Stauffer, Colwell & Bayles, $500; Henry C. Flower Jr., vice chairman, J. Walter Thompson Co., $2,000; Emerson Foote, executive vice president, McCann-Erickson, $1,000.

Frederick B. Manchee, executive vice president, BBDO, $1,000; Harrison K. McCann, board chairman, McCann-Erickson, $1,000; Robert Montgomery, tv producer and tv adviser to President Eisenhower, $1,500; F. B. Ryan Jr., board chairman, Ruthrauff & Ryan, $500; George Ketchum, president, Ketchum, MacLeod & Grove, $1,000; M. Robert Rogers, WGMS Washington, $2,000.

Also last week, Prof. Alexander Heard of the U. of North Carolina, submitted a list of persons who contributed $10,000 or more to political campaigns in 1952. They included former Sen. William Benton, board chairman of Encyclopedia Britannica Inc. which has a tv film-producing subsidiary, $15,033 to Democrats; E. L. Cord, owner of KFAC-AM-FM Los Angeles, $36,500 to Republicans; Mr. and Mrs. H. L. Hunt (his Facts Forum Inc. underwrites *Reporters Roundup* on MBS and produces a tv film version), $38,300 to Republicans; Mr. and Mrs. Joseph Katz (he is president of the Baltimore agency by that name), $10,000 to Democrats; Henry R. and Claire Booth Luce (he is editor-in-chief of Time Inc. publications; Time Inc. owns, KLZ-AM-FM-TV Denver, 80% of KDYL-AM-FM-KTVT [TV] Salt Lake City and 50% of KOB-AM-TV Albuquerque, N. M.), $28,000 to Republicans, $500 to one Democrat; Mr. and Mrs. John Hay Whitney (he is senior partner in J. H. Whitney & Co., investment firm which owns 90% of KGUL-TV Galveston-Houston and KOTV [TV] Tulsa and has bought WISH-AM-TV Indianapolis and WANE-WINT (TV) Ft. Wayne), $31,000 to GOP.

A booming...prosperous 4 states Area

NICKERSON LIVESTOCK COMM. CO.
TEXARKANA STOCKYARD CO. INC.

Made One Great Market by the Only Coverage Beamed to Unify This Potential

Broken Bow
SEVIER
De Queen
Idabel
Okla.
LITTLE RIVER
Ashdown
HOWARD
HEMPSTEAD
CLARK
Arkadelphia
Ark.
OUACHITA
Camden
BOWIE
New Boston
De Kalb
TEXARKANA
TITUS
Mt. Pleasant
CASS
Atlanta
MORRIS
CAMP
Pittsburg
Tex.
Linden
UPSHUR
MARION
Jefferson
CADDO
LAFAYETTE
Magnolia
El Dorado
BOSSIER
WEBSTER
CLAIBORNE
Haynesville
La.

THE RECENTLY DESIGNATED TEXARKANA METROPOLITAN AREA WITH 28,000 TV HOMES IS THE HUB OF THE MARKET TELEVISION BUILT!

165,000 Sets Now in Range of the KCMC-TV Maximum Power Signal.

58% Total Weekly Share of Audience in 26 Counties. (Feb. 1956 Telepulse)

"Over 250 Sponsored Network Hours per Month"

CBS INTERCONNECTED ABC

WALTER M. WINDSOR
General Manager

RICHARD M. PETERS
Dir. Natl. Sales & Promotion

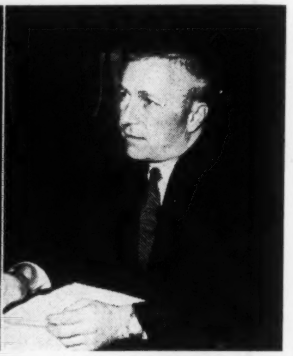
Represented by
Venard, Rintoul and McConnell, Inc.

KCMC-TV

CHANNEL 6
TEXARKANA, TEXAS-ARKANSAS

MR. POOR

MR. KUMMEL



MR. NEWTON

cast by Adlai Stevenson ($6,065), and half-hours on Oct. 23 ($6,055) and Nov. 3 ($6,704).

Mr. Kummel said NC&K has contracted for $1,306,356 in advertising for the Democratic National Committee through Nov 6, predominantly for radio-tv time plus production and pre-emption costs; $110,534 for the Stevenson-Kefauver Campaign Committee; $82,449 for Volunteers for Stevenson-Kefauver; $24,500 for Businessmen for Stevenson-Kefauver, and $7,000 for the Florida Stevenson-Kefauver Campaign Committee. NC&K is not presently negotiating for additional time, he said.

BBDO's Mr. Newton said his agency has contracted for $290,019 in advertising as of Oct. 5 for the Republican National Committee, of which $218,958 was for three half-hour tv time periods plus 20-second spots and $17,192 was for two half-hour radio periods, with an additional $23,502 in production and pre-emption costs.

For the National Republican Senatorial Committee, he said, BBDO has contracted for $497,568 in advertising, of which $416,194 was for five half-hour tv time periods plus 12 five-minute periods and $17,672 was for two half-hour radio time periods, with production and pre-emption costs of $63,351.

For the National Republican Congressional Committee, BBDO contracted $646,454 in advertising, with the radio-tv share as follows: $514,153 for six half-hour tv time periods, one quarter-hour tv period, 11 five-minute tv periods plus 20-second spots; $25,895 for three half-hour radio periods and one quarter-hour of radio; $41,071 for network radio-tv production and pre-emption costs; $50,384 for production costs for five-minute and 20-second films for tv.

Thus, of the $1,434,041 in advertising under contract by BBDO for the three committees, $1,388,272 is in radio and tv. There will be additional production and pre-emption costs which cannot be estimated at present, Mr. Newton said.

The subcommittee reported expenditures of $796,268 by both major political parties from Sept. 1 through Oct. 7, including production and pre-emption cost. Total time-only sales were $706,440 ($629,774 for tv, $76,666 for radio), Republicans spending $411,651 and Democrats $384,617.

Total costs of time reserved as of Sept. 1 through Nov. 6, including production and pre-emption costs, was quoted at $2,179,695, with Republicans reserving $1,489,668 in time and Democrats $690,026.

A report by Prof. Alexander Heard of the U. of North Carolina indicated 1952 campaign expenditures by 15 national Democratic groups and 18 Republican organizations totaled $4,500,000 for Democrats and $6,600,000 for Republicans.

What Parties Got, Spent

Democratic National Chairman Paul M. Butler reported that the committee received a total of $582,047 during September and expended $602,808 for the month. Of the expended amount, $40,598 was spent on radio and $351,373 on television for time and pre-emption and production costs, he said. The $582,047 received in September brings total receipts as of Sept. 30 to $1,146,572, he said. Noting that the committee had a balance of $14,894 and unpaid bills of $120,664 on Sept. 30, he said all major tv addresses by Democratic nominee Adlai Stevenson are followed by appeals for contributions.

GOP Chairman Hall said his committee received $244,586 during September and expended $368,922 of which $99,270 was spent on television. Total receipts for the year through Oct. 1 were $1,998,728. Balance on Oct. 1 was $540,289, with unpaid bills of $24,000.

Mr. Nathan said ADA favors amendment of the Communications Act to require the networks to make available a "reasonable amount" of free time to candidates of the major parties.

Pro Football Case May Affect Radio-Tv

THE U. S. Supreme Court has agreed to consider whether professional football is—like baseball—exempt from the antitrust laws. The decision may affect pro football's radio and tv broadcast activities.

The high court made that decision last Monday when it accepted for argument an appeal by a former National Fooball League tackle—William Radovich, one-time Detroit Lions lineman—against a lower court dismissal of his $150,000 damage suit against NFL. The lower court had upheld a district court ruling which dismissed Mr. Radovich's suit. It held that football was a team sport and thus exempt from the antitrust laws in line with the 1953 Supreme Court decision holding that baseball was not liable to be sued for monopoly.

In baseball and boxing cases, the rise of television—and its interstate character—was a key argument advanced by appellants in favor of a ruling that neither should be exempt from the Sherman Act.

The boxing antitrust suit, heard in New York federal court last spring, is still pending a decision. The theatre case was settled by consent decree.

STATIONS SHOULD SET OWN NORMS—LEE

BROADCASTERS should set their political policies, assuming responsibility for fair treatment of candidates and issues without legal mandate or regulation, FCC Comr. Robert E. Lee suggested Thursday in an address to the NARTB regional meeting in Washington (see main story, page 60).

After pointing to incongruous aspects of Sec. 315 of the Communications Act as well as a series of interpretations of this political section, Comr. Lee offered the idea of industry responsibility, adding, "I do not know the real answer. I wish I did."

Comr. Lee said broadcasters must decide what should or should not be broadcast, with FCC enjoined from censoring. He added, "Broadcasting has expanded to the point over the last 30 years in both size and stature so that it has reached maturity. Have we reason to fear that broadcasters will be unfair or irresponsible? Have we reason to distrust persons whose legal, financial and technical, and in many instances character qualifications are so closely scrutinized before they are permitted to use the public air?"

Comr. Lee reviewed the problems involved in granting air time where splinter groups and other factors complicate equal access. He recalled the controversy a decade ago when an atheist petitioned the FCC to revoke the license of some stations that carried religious broadcasts. FCC ruled that the existence of a Divine Being is a controversial issue, Comr. Lee quoting this sentence from an editorial in the July 29, 1946, issue of B•T: "Jot down July 1946 as the day the FCC took jurisdiction over God."

Sec. 315, with its equal time doctrine, is a "headache section" for the Commission, he said, reminding that no court case protects the earnest broadcaster against charges of unfairness or libel. "The broadcaster is damned if he does and damned if he doesn't," he explained.

Congress should provide relief, exempting broadcasters from libel in talks by qualified candidates whom they are not allowed to censor, he proposed, adding that many states have adopted libel protection for broadcasters.

400
350
300
250
LOW

WOODLAND-TV *is* **BIG** *territory!*

Hot? You bet! WOODland-TV is one of the country's hottest markets. You'd expect it, too, with a set count of 562,875 and a '55 sales record of $176,855,000 for appliances and general merchandise. It's Western Michigan . . . the country's 18th television market . . . and it's YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask us how to heat up *your* sales.

MUSKEGON
GRAND RAPIDS
LANSING
BATTLE CREEK
KALAMAZOO

WOOD-TV **WOODLAND CENTER**
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

NBC, MBS CAUGHT IN CALIFORNIA OIL FEUD

Group opposing referendum proposal asks FCC to investigate NBC Radio's western network 'Richfield Reporter' for 'bias' in favor of proposal; sponsor Richfield Oil and pro group ask 'equal time' on MBS to answer 'attack' by Fulton Lewis Jr., plus retractions.

Proposition Four, a California referendum in the November election which would establish a three-man commission to enforce a new oil production conservation act and which has split the state's oil industry down the middle, gushed into national dispute last week as:

- The California Committee Opposed to Oil Monopoly (against Proposition Four) petitioned FCC to investigate immediately why NBC has allowed Richfield Oil Corp. to use its nightly *Richfield Reporter* newscasts on the western network to "propagandize" in support of Proposition Four. The committee charges violation of the Communications Act and asks "appropriate action" for relief before Nov. 6. NBC Hollywood said the network's reply would issue from New York.
- The "Citizens Conservation Committee for Proposition Four" demanded equal time on every Mutual station carrying Fulton Lewis jr.'s "attack" on Proposition Four.
- Richfield Oil Corp. demanded that Mr. Lewis and MBS retract statements made on the commentator's Oct. 1 broadcast or face a $7 million damage suit. Richfield charged the statements demonstrated "actual malice."

Spot Warfare Rages

Meanwhile, the ears and eyes of California citizens continue to be bombasted by radio and television spots, first to vote "yes" and then to vote "no" on Proposition Four as both camps wage an intensive all-media advertising campaign for their respective causes. Two San Francisco agencies are spending the money. Whitaker & Baxter is representing the "yes" and Harry Lerner & Assoc. the "no" group.

Basing its action on recorded monitoring extending over a period of four months, the California Committee Opposed to Oil Monopoly complaint charged that the *Richfield Reporter*, with repeated dissemination of "biased, slanted, distorted, and grossly prejudiced political propaganda, is support of Proposition No. 4, in the guise of news."

The complaint attributed responsibility for the "biased" broadcasts directly to Richfield Oil Corp., stating:

"The petitioner is informed and believes that NBC at its Hollywood office does not exercise supervision and control of the program content of the broadcasts of *The Richfield Reporter* but it is in fact under the sole supervision and control of the sponsor, the Richfield Oil Corp."

The complaint charges NBC with failing to supervise and control the program, and cites this failure as a violation of the Communications Act of 1934 and FCC rules and regulations.

W. H. Geis, chairman of the California Committee Opposed to Oil Monopoly, who signed the complaint, said:

"This is a flagrant and utterly indefensible case of the systematic poisoning of news reports at their source. NBC itself admits we have an airtight case. We began the monitoring of *The Richfield Reporter* last April and piled up overwhelming evidence of bias, prejudice, and slanted reporting in favor of Proposition 4.

"On Aug. 13 we sent telegrams of protest to NBC New York and NBC Hollywood, and submitted to them the monitored newscasts of *The Richfield Reporter*, together with copies of a score of news releases issued by our committee during the four-month period.

"This evidence proved that during the entire four-month period, *The Richfield Reporter* referred only once to a news release issued by us, while during that time he broadcast numerous statements by Charles S. Jones, president of Richfield, and R. W. Ragland, vice president, whose corporation pays for a program supposed to report the news objectively.

"Even the single reference by *The Richfield Reporter* to a news story from this committee was used merely as an excuse for a longer statement undermining our position.

"NBC informed us a week after our telegraphic protest that it had issued a 'kill order' forbidding *The Richfield Reporter* from mentioning Proposition 4 in any way until an investigation of our complaint could be made.

"NBC advised us also that Richfield's Vice President Ragland was notified of this action. It was continued in effect for nearly a month despite his protest.

"After making its investigation and comparing our news output with *The Richfield Reporter's* coverage of Proposition 4, NBC made the unprecedented offer of a 15-minute free program to tell our side of Proposition 4. However, the offer was hedged by a refusal by NBC to permit us to state why the program was offered to us without cost. It was our position that the offer in no way compensated for the harm and injury inflicted on us by the Richfield Oil Corp.'s continued use of its news program as an instrument for political propaganda, and we rejected it.

"On Sept. 14 *The Richfield Reporter* was evidently permitted to resume coverage of the Proposition 4 story, which he mentioned on that date for the first time in nearly a month. However, he was careful to give equal time to two news items, one of them supporting the proponents of the

GROSS TV NETWORK CHARGES UP 40.7%

Total in August up $42.6 million over August 1955. ABC-TV up 92.1%, CBS-TV 29.9%, NBC-TV 39.5%.

RECORD gross time charges by the tv networks for August—a total of $42,687,975, or 40.7% above August 1955—were reported last week by Publishers Information Bureau.

Each of the three networks grossed more in August than in any other month in the Jan.-Aug. period this year. They also topped their individual gross billings of August 1955 by hefty margins: ABC-TV chalked up a gain of 92.1%; CBS-TV, 29.9% and NBC-TV, 39.5%.

Previous high month of the year for ABC-TV was March, for CBS-TV it was July and for NBC-TV it was March. CBS-TV, which grossed more than $19.4 million in August and more than $144.4 million in the first eight months, remained the top network in gross time charges.

For the eight-month period, gross billings totaled $314,945,801 for a gain of 22.3% over the same period last year when the total billings was $257,517,496.

ABC-TV showed the biggest gain in the comparative eight-month periods: 77.8% above this year. The PIB compilation follows:

NETWORK TELEVISION

	Aug. 1956	Aug. 1955	% Change	Jan.-Aug. 1956	Jan.-Aug. 1955	% Change
ABC	$ 6,842,292	$ 3,562,676	+92.1	$ 50,855,477	$ 28,595,084	+77.8
CBS	19,430,748	14,959,098	+29.9	144,411,892	123,285,950	+17.1
DuMont**	——	55,385	——	——	3,091,170	——
NBC	16,414,935	11,767,789	+39.5	119,678,432	102,545,292	+16.7
	$42,687,975	$30,344,948	+40.7	$314,945,801	$257,517,496	+22.3

1956 NETWORK TELEVISION TOTALS TO DATE

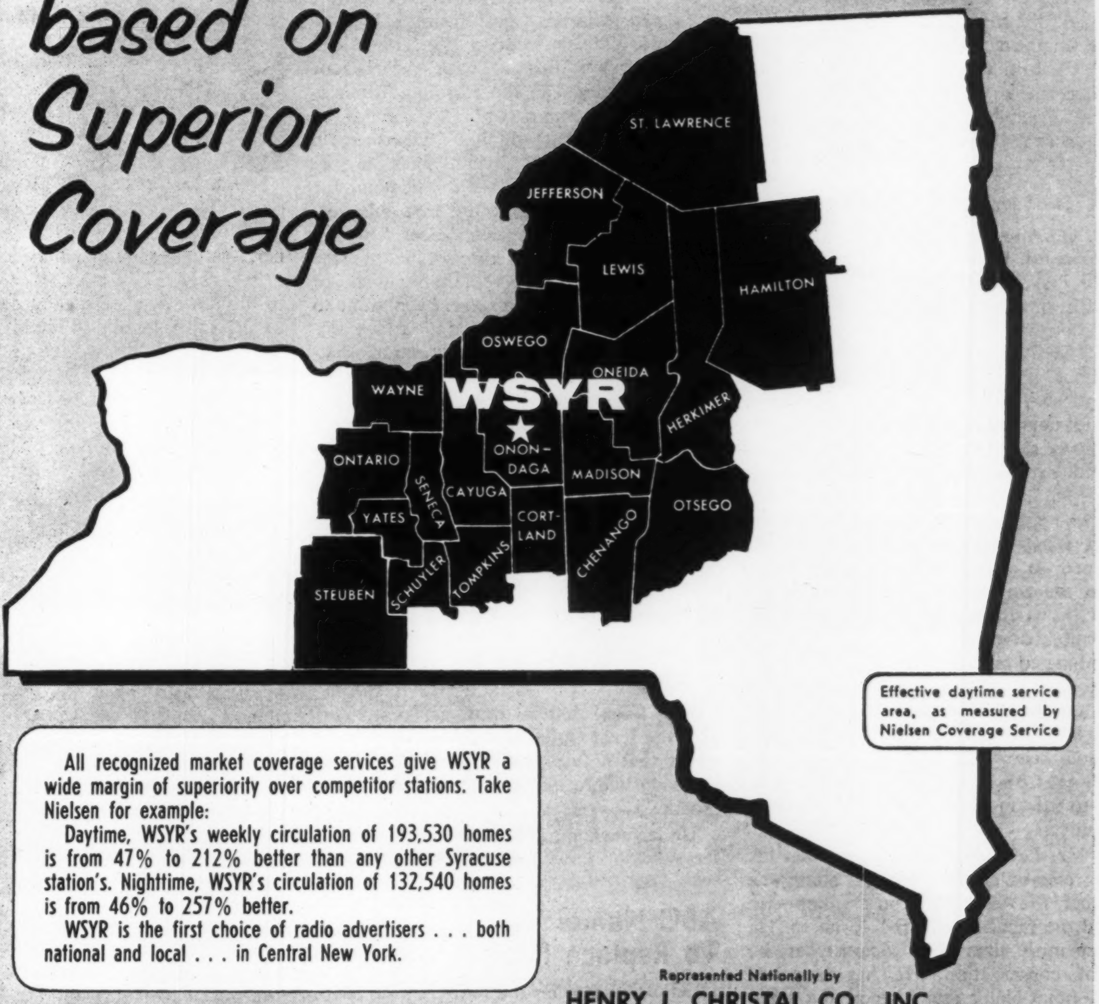
	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 6,382,046	$ 17,820,455	——	$ 14,695,116	$ 38,897,617
Feb.	6,418,210	16,928,361	——	13,845,000	37,191,571
March	6,747,928	17,884,976	——	15,955,688	40,588,592
April	6,173,922	17,668,950	——	15,136,596	38,979,468
May	6,639,132	18,260,894	——	15,710,403	40,610,429
June	6,119,917	17,935,789	——	14,186,929	38,242,635
July	5,532,030	18,481,719*	——	13,733,765*	37,747,514*
Aug.	6,842,292	19,430,748	——	16,414,935	42,687,975
Total	$50,855,477	$144,411,892	——	$119,678,432	$314,945,801

* Revised as of October 9, 1956.

** Effective September 15, 1955, DuMont Tv Network changed from a national network to a local operation.

LEADERSHIP...

based on Superior Coverage


ST. LAWRENCE
JEFFERSON
LEWIS
HAMILTON
OSWEGO
ONEIDA
WAYNE
WSYR
HERKIMER
ONTARIO
SENECA
CAYUGA
ONON-DAGA
MADISON
OTSEGO
YATES
CORT-LAND
CHENANGO
TOMPKINS
SCHUYLER
STEUBEN

Effective daytime service area, as measured by Nielsen Coverage Service

All recognized market coverage services give WSYR a wide margin of superiority over competitor stations. Take Nielsen for example:

Daytime, WSYR's weekly circulation of 193,530 homes is from 47% to 212% better than any other Syracuse station's. Nighttime, WSYR's circulation of 132,540 homes is from 46% to 257% better.

WSYR is the first choice of radio advertisers . . . both national and local . . . in Central New York.

Represented Nationally by
HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

MARKET • MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE

NBC AFFILIATE

WSYR

5 KW • 570 KC SYRACUSE, N. Y.

measure and the other giving our views."

The complaint advised FCC that documentary proof of the biased broadcasts—including the monitored reports and the committee's news releases—are available for Commission inspection and requested the Commission to take action under Sec. 303 of the Communications Act, which empowers the Commission to proceed with respect to licensees "as public interest, convenience, and necessity requires."

Demand for equal time on MBS to answer attacks upon Proposition 4 by Fulton Lewis jr. was made by the Citizens Conservation Committee for Proposition 4 and by Charles S. Jones, chairman of the policy committee of the California Citizens Conservation Committee, in a telegram to MBS Board Chairman Thomas F. O'Neil. Mr. Jones also is president of Richfield Oil Corp. He said in part:

Stranger From the East

"Into an atmosphere where certain men of more wealth than conscience have demonstrated they will stop at nothing to prevent California from adopting a fair oil conservation law now steps a stranger from the East Coast, one Fulton Lewis jr.

"Without any attempt to approach any of the sponsors of Proposition 4 or to inform himself about the arguments in favor of this measure, Mr. Lewis attacked it and its supporters two times on four broadcasts.

"For Mr. Lewis, identified as a crusader for the Far Right Wing, to join forces with the Left Wing which is openly and loudly determined to defeat Proposition 4, is in itself an amazing performance considering that Mr. Lewis lives on the Atlantic Coast and is not known to be one of those who has anything to gain by stifling conservation in California.

"We regret that Mr. Lewis saw fit to indulge in an attack based upon personal vilification, distortions, half truths, and misrepresentation without making any approach to inform himself about the conservation story.

"But Mr. Lewis has done more than lift the eyebrows of citizens. He has attempted to butcher the cause of conservation. He has used the facilities of MBS to do so. He has done more than chop viciously at the cause of conservation. He has launched a blunt, point-blank attack upon the reputation of certain companies and persons in defiance of principle and honor, if not of law.

"For these reasons, we serve demand upon MBS for the same amount of broadcast time, the same number of broadcast periods, over all of the same outlets, and at exactly the identical and corresponding broadcast time, so that we may reach as many as possible of the listeners of Mr. Lewis with the other side of this story."

Mr. Lewis and Mutual face damage suits of $7 million by the Richfield Oil Corp. for "scurrilous and maliciously false defamatory statements" against the company.

This was revealed in demands served on Mr. Lewis and Mutual last week by Richfield President Jones for retraction of statements made by the news comentator which the company said demonstrated "actual malice."

Mr. Jones stated that failure to retract the damaging statements would result in legal action against both Mr. Lewis and the network for $5 million general damages, $2 million exemplary damages for "actual malice" and for "such additional special damages as are found to have been caused this corporation by the broadcast."

During his Oct. 1 broadcast, Mr. Lewis according to Mr. Richfield, said:

"The ringleader in this little enterprise is the Richfield Oil Co., which, of course, has a very unsavory past history. Two of its former officials went to jail. This is the outfit that was tied in with the Teapot Oil Dome scandal in the Harding Administration, if you remember."

Mr. Jones charged that "Lewis knew these slanderous statements were untrue and deceitful." He said in his demand for retraction: "You well know that this corporation and its management does not have a 'very unsavory past history', but on the contrary, enjoys a fine reputation. None of its present or former officials ever 'went to jail.' Furthermore, as you well know, this corporation never had any connection whatever with the Teapot Dome matter."

Mr. Jones said he was shocked by Mr. Lewis' apparent "complete lack of regard for the facts and obvious intent to injure Richfield Oil Corp.'s excellent reputation in its marketing communities."

The Richfield president said that "any responsible reporter would have thoroughly checked the facts before making such irresponsible and purposefully damaging comments on a nationwide broadcast."

"It seems obvious," Mr. Jones added, "that Lewis' statements were maliciously intentional."

Mr. Jones' letters were in compliance with the Civil Code of California which requires that notice of demand for retraction be made before suit for slander by a radio broadcast can be instituted.

Under the California code, Mr. Lewis and the network have three weeks to comply.

ABC Names Western Heads To Replace Petry Sales

DIRECTORS to head up ABC's sales representation of its western radio and tv networks, effective Nov. 1 on resignation of representation by Edward Petry & Co., were announced last week.

ABC-TV western network sales in the west will be handled by Vincent Francis, ABC-TV western division sales manager, with headquarters in San Francisco. He will report to Slocum Chapin, ABC-TV vice president in charge of sales.

ABC Radio western network sales in the west will be handled by Harry Woodworth, director of radio for ABC Radio western division, with headquarters in Hollywood. He reports to George Comtois, national sales manager of the ABC Radio Network.

The western networks will be represented in New York and Chicago by ABC radio and tv network sales offices in those cities.

Campbell to Sales V.P. For GT O&Os, Mutual

WENDELL B. CAMPBELL, national sales manager for General Teleradio, has been promoted to vice president for national sales of the parent RKO Teleradio Pictures Inc., President and Board Chairman Thomas F. O'Neil is announcing today (Mon.).

MR. CAMPBELL

Mr. Campbell will supervise national sales for General Teleradio's owned - and - operated radio and television stations and for the Mutual network. In the latter role he will take over duties being given up by Harry Trenner, Mutual's sales vice president (see below).

Mr. O'Neil said election of Mr. Campbell to the new vice presidency occurred Friday at RKO Teleradio Pictures' 1270 Sixth Ave. offices in New York. The move, he said, is an integral part of the new MBS-RKO Radio Pictures "integration" plan. The field offices and other facilities of RKO Radio Pictures, motion picture branch of RKO Teleradio, will assist in sales, sales service, station relations, programming and other phases of Mutual operations under the integration plan [B•T, Oct. 8].

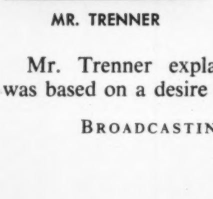
In his new post he will continue to maintain his office at the General Teleradio-Mutual headquarters, 1440 Broadway, New York.

General Teleradio's owned stations are WOR-AM-TV New York; WNAC-AM-TV Boston; WHBQ-AM-TV Memphis; WEAT-AM-TV West Palm Beach, Fla.; KHJ-AM-TV Los Angeles; WGMS Washington, and KFRC San Francisco.

Trenner Leaving MBS, To Build New Fla. Am

HARRY TRENNER has resigned as sales vice president of Mutual to devote full time to the operation of his WFEC Miami and to his plans for another Florida station.

Mutual President John B. Poor said the resignation had been accepted with "deepest regrets" and that the effective date had not been decided. That, he said, will depend both on Mr. Trenner's personal plans and on the time necessary to readjust Mutual's sales operations into the new MBS-RKO Radio Pictures integration plan [B•T, Oct. 8].



MR. TRENNER

Mr. Trenner explained that his move was based on a desire to expand his Florida

nothing happens. . .
until
the
product
gets
HERE

The most beautiful package . . . the shrewdest merchandising plan . . . the smartest marketing and advertising program aren't worth anything until the product gets into the consumer's hands.

The best way to get your product into Western New York homes is to advertise it on WROC-TV.

The people who farm . . . those who work on assembly lines, get the highest steady wages going. "City-ites" and "Suburban-ites" alike . . . the folks in the more than 365,000 TV-homes in our area* --- "TAKE 5" for the truly terrific local programing and NBC-ABC program line-up.

They have the money to take your product into their homes as they have taken Channel 5 . . . . . pre-sell them on

* Free bo[illegible] Canadian homes.

Rochester's FIRST Station

WROC-TV

CHANNEL 5

T
T
C

A TRANSCONTINENT TELEVISION CORPORATION STATION

Rochester Radio City • Rochester 3, N.Y. • BUtler 8-8400

PREMIERE broadcast of the new *Odyssey* series (stories of mankind's greatest adventures) will take place on CBS Television on Jan. 6, it was announced last week by Sig Mickelson, CBS vice president in charge of news and public affairs. The announcement was made at a news conference held in the Smithsonian Institution, Washington, which was followed by an announcement dinner attended by leading museum, cultural, education and government officials and CBS Television executives. In discussion at the dinner are (l to r) Mr. Mickelson; Dr. Luther Evans, UNESCO director-general; Dr. William M. Milliken, president of American Assn. of Museums; J. L. Van Volkenburg, president of CBS Television, and Dr. L. V. Coleman, director of the American Assn. of Museums.

broadcast activities. His Miami station is 250 w daytime on 1220 kc.

"I am currently setting the groundwork for another station I intend building in Florida," he said without revealing specific details at this time. "This, plus my Mutual activities, is taking more time than I originally anticipated several months ago. I will remain with Mutual, however, until such time as we get an opportunity to check early results of the new sales pattern we've placed in effect."

The "new sales pattern" referred to the Mutual-RKO Radio Pictures integration program under which RKO field offices throughout the country will assist in handling many Mutual operations including sales and sales service as well as station relations, news and program liaison. In addition, RKO motion picture stars and story material will be made available to Mutual.

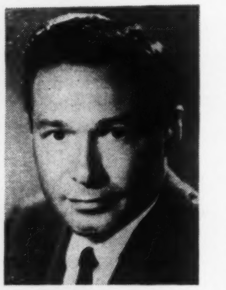
NBC Appoints Don Bishop To New Divisional Post

MR. BISHOP

DON BISHOP, director of publicity, NBC owned-and-operated stations and NBC Spot Sales, has been appointed to a new divisional staff post of director of publicity and community services for the NBC o&o stations and NBC Spot Sales. John O'Keefe, manager of publicity, WRCA-AM-TV New York, is slated to succeed him.

Mr. Bishop's post, according to Thomas B. McFadden, vice president of the division, was established because of the continued growth of the stations and a greater need for staff liaison between the stations and the division headquarters in New York. In his new position, Mr. Bishop will take charge of public affairs and press relations, assisting the stations to broaden the scope of their public service programs and civic projects. He has been with NBC for nine years, joining as a staff writer and later moving up through the publicity department.

Livingston to Head NBC Pacific Programs



MR. LIVINGSTON

ALAN W. LIVINGSTON, president of NBC-subsidiary California National Productions, [B•T OUR RESPECTS, Oct. 8] has been appointed head of NBC-TV programs originating from the Pacific division, according to an announcement by Thomas A. McAvity, NBC executive vice president, television network programs and sales.

He will be proposed for election as a vice president of the network at the next board meeting, Nov. 2.

Former executive vice president of Capitol Records, where he began by building children's records into a major success, Mr. Livingston has been head of the NBC film production-syndication subsidiary since April 15. His successor there will be announced in the near future, NBC said.

Mr. McAvity's announcement said that with 50% of the network's programs created or produced on the West Coast, Mr. Livingston's post will be of key importance with wider latitude than before, particularly in creative and program development fields.

Murrow Quits Board To Talk CBS Contract

With salary exceeding president's, newscaster wants nobody to say he was in favored spot in negotiating new employment contract.

NEWSCASTER Edward R. Murrow, in the process of negotiating "a new and possibly long-term employment contract" with CBS, last week resigned as a board member of CBS Inc. to avoid any possible subsequent contention "that my presence on the board had influenced the nature of the negotiations."

The board accepted the resignation with regret, said it would keenly miss his presence, and voiced unanimously its appreciation for his contributions to board deliberations during his seven years as a member.

Details of the contract now in negotiation were not disclosed, but it was understood to be one that would supersede, if completed in time, the present agreement between Mr. Murrow and CBS. The present contract reportedly has more than a year to go—some sources said considerably more—but it was said that the complexity of such contracts made it desirable to start negotiations early rather than wait and face the prospect of negotiating against an imminent deadline.

Mr Murrow's present contract dates to 1947. During 1955, according to the company's latest proxy statement, he was paid $316,076.12. CBS President Frank Stanton received $281,522.16.

Murrow Explains Position

In his resignation letter Mr. Murrow said it seemed "inappropriate" to remain on the board during the negotiations. "Years of association with you and the other members of the board have convinced me that considerations of a personal nature could in no circumstances influence the judgment or decision of the board," he continued. "It will continue to make decisions in the light of what it regards as being in the best interests of the corporation and its stockholders. However, were I to remain a member of the board during this period there would, I believe, exist the possibility, even though limited, of some contention that my presence on the board had influenced the nature of the negotiations."

Mrs. Weiss Marries Oilman

MRS. LEWIS ALLEN WEISS was married Friday in Las Vegas, Nev., to oilman Lawrence Frankley. Her daughter, Patricia (Mrs. John Armitage), flew to Las Vegas from Moscow, where her husband is in the U. S. diplomatic service. Mr. Frankley, a longtime family friend, was attorney for the late Lewis Allen Weiss when the latter became vice president and general manager of the Don Lee Broadcasting System.

GREAT NEW COMBINATION!

woky

Milwaukee's number one independent radio station is pleased to announce the appointment of

THE KATZ AGENCY, INC.

as national representatives, effective

OCTOBER 18, 1956

★

In Milwaukee, the shrewd buy is WOKY . . . here's why!

- First in listeners, day and night.
- Lowest cost per thousand in the market.
- Covers 54% of the population in wealthy Wisconsin.
- Choice of the "blue chip" national and local advertisers.
- 24 hours of music, news and sports.
- 1000 watts at 920 KC.
- Bellwether station of the booming BARTELL GROUP.

for radio's best buy
in the
nation's 13th market
call your
KATZ man

FIRST in
woky
MILWAUKEE

THE BARTELL GROUP
B
RADIO STATIONS

A BARTELL GROUP STATION

FOUR new vice presidents have been announced by NBC and a fifth vice president has been promoted to the new post of vice president-treasurer [AT DEADLINE, Oct. 8]. They are (l to r): Charles H. Colledge, Facilities Operations; Jarry A. Danzig, Radio Network Programs; William R. (Billy) Goodheart Jr., NBC Television Network Sales; William K. McDaniel, NBC Radio Network Sales, and Earl Retting, Television Network Services and treasurer of NBC.

ABC REVEALS PLANS TO EXPAND OFFICES

Network initiates a 'costly' project to add two floors to its five-story headquarters at 7 W. 66th St., New York.

FACED by staggering real estate costs in midtown Manhattan (estimated price per foot: $4,800) on the one hand, and by the fact that it is growing too fast for comfort —at least for the comfort of those employes packed into its 1.2 acres of administrative and creative office space—the American Broadcasting Co. is looking skyward.

Currently under way: A "very costly" and delicate project of adding two complete floors to its main, five-story plant at 7 W. 66th St., just off New York's Central Park. Through the block, on the 67th St. side, it is completing a novel way of creating two tv studios out of one.

The administrative end of the project, which will add 9,500 sq. ft. of space to ABC's current 200,000 sq. ft of office area, will see a sixth and seventh floor added to the network's headquarters, but in such a way as to leave the sixth floor free of columns that would ordinarily support the seventh. Explained space-conscious ABC: The sixth floor will be literally suspended by the seventh through "floating" steel beams and construction that will put the brunt of the weight on the frame of the building itself. Both floors will incorporate the latest "contemporary" designs and will be—like the five other floors—completely aircondtioned.

To facilitate "getting there," ABC is eliminating its manually-operated elevators and installing "magic brain" lifts.

On the other side of the building, the network is converting its massive W. 67th St. studio back into Tv 1 and Tv 2 by erecting a giant 25 x 50 ft., 15-ton, movable, soundproof (by fiberglass) door that can be raised or lowered by the flick of a switch on a 5 horsepower motor. Raised, it will give ABC an 11,700 sq. ft. studio; lowered, it will create two studios, one 73 x 90 ft., the other 67 x 86 ft. The network claimed that this was the first such experiment in the history of telecasting, citing the fact that that it had to commission the American Stage Equipment & Iron Works to construct it after having retained MIT accoustical engineer Leo Beranek to act as consultant to ABC's engineering facilities staff.

Network spokesmen declined to indicate the cost of these two projects, but noted them as "very substantial." They likewise begged off from discussing in any detail ABC's other expansion plans, saying that such comment may jeopardize real estate negotiations now going on or on the planning boards.

Of the three major networks, ABC-TV seems to be the only one permanently "set." After its spin-off from NBC, ABC remained in Rockefeller Center, and in 1949 purchased the property of the New York Riding Academy, its clubhouse, riding arena and stables. The latter two were converted into studios, the former into administrative offices. It moved in during early 1953, following years of painstaking reconstruction.

Today, it owns 1.2 acres (300 ft. frontage on W. 66th St., 150 ft. frontage on W. 67th St.) of property off Central Park, some of which hasn't yet been converted into usuable space from brownstones and parking garages. It owns a corner building on Broadway at 70th St., housing storage space and several other administrative departments such as accounting. It leases space in the Hotel Des Artistes on W. 67th St., in several office buildings on W. 66th St., and in three theatres in the West 40s, the latter used for audience participation shows.

NETWORK PEOPLE

Jack Jennings, account executive, KHJ-TV L. A., and Don Lee Mutual Network, to L. A. office, NBC Spot Sales. He replaces **Kenneth Johnson,** transferred to network's S. F. office.

John C. Schulz, salesman, WBBM Chicago, and **Richard Wittwer,** manager, Chicago office, General Teleradio, to ABC Radio Central Div. as account executives. Mr. Schulz formerly station manager, WFRV-TV Green Bay, Wisc.; later with Crosley Broadcasting.

J. A. Driscoll, vice president in charge of ABC San Francisco office, elected to board of directors of San Francisco Employers Council.

Ed Sullivan, CBS-TV star, will be guest of honor and speaker at the 15th annual luncheon to be held by The Pulse, Inc., on Oct. 24 at New York's Plaza hotel.

142 Million Radio Sets, 37 Million Tv Sets in '55

RADIO-TV circulation totaled 142 million radio sets and 37 million tv sets at the end of 1955, according to a new edition of *Electronics Industry Fact Book* published by Radio-Electronics-Tv Mfrs. Assn.

RETMA announced recently that retail dealers had sold 7,225,862 radio sets and 3,752,133 tv sets in the first seven months of 1956. The radio figure does not include auto sets.

While no data are available on obsolescence of sets in consumer hands, addition of 7,225,862 radios sold in seven months of 1956 to the RETMA figure showing 142 million radios in use gives a total of 149 million radio sets as of Aug. 1, 1956 (minus whatever receivers have gone out of service since Jan. 1, 1956). The tv figure of 37 million sets-in-use plus 3,752,133 sets sold this year gives a total of 40.7 million as of Aug. 1, 1956 (minus sets that have gone out of service this year).

In a 32-page collection of production figures covering the $9.7 billion electronics industry, RETMA pointed out that the industry has increased nine times since the end of World War II and should double its present size within a decade.

Radio data show 14,529,000 sets produced last year, with a factory value of $291 million. Tv output in 1955 totaled 7,756,521 sets, with a factory value of $1,071 million.

"Since commercial radio broadcasting was authorized in 1920, more than 244 million radios have been produced and sold by factories for $6.2 billion," the booklet points out. "Auto radio output exceeded 6 million in 1955 for the first time in history. The production of 14.5 million radios of all types marks 1955 as one of the best years for radio since the postwar period of 1946-48.

"Since the end of World War II, 45.4 million tv sets have been produced by factories for $7.5 billion and 42.9 million sets have been sold to consumers."

Copies of the booklet are available at RETMA headquarters, 777 14th St. N. W., Washington 5, D. C., at 50 cents each. It contains data on picture and receiving tube production; military and industrial electronics, tubes and parts, and export data.

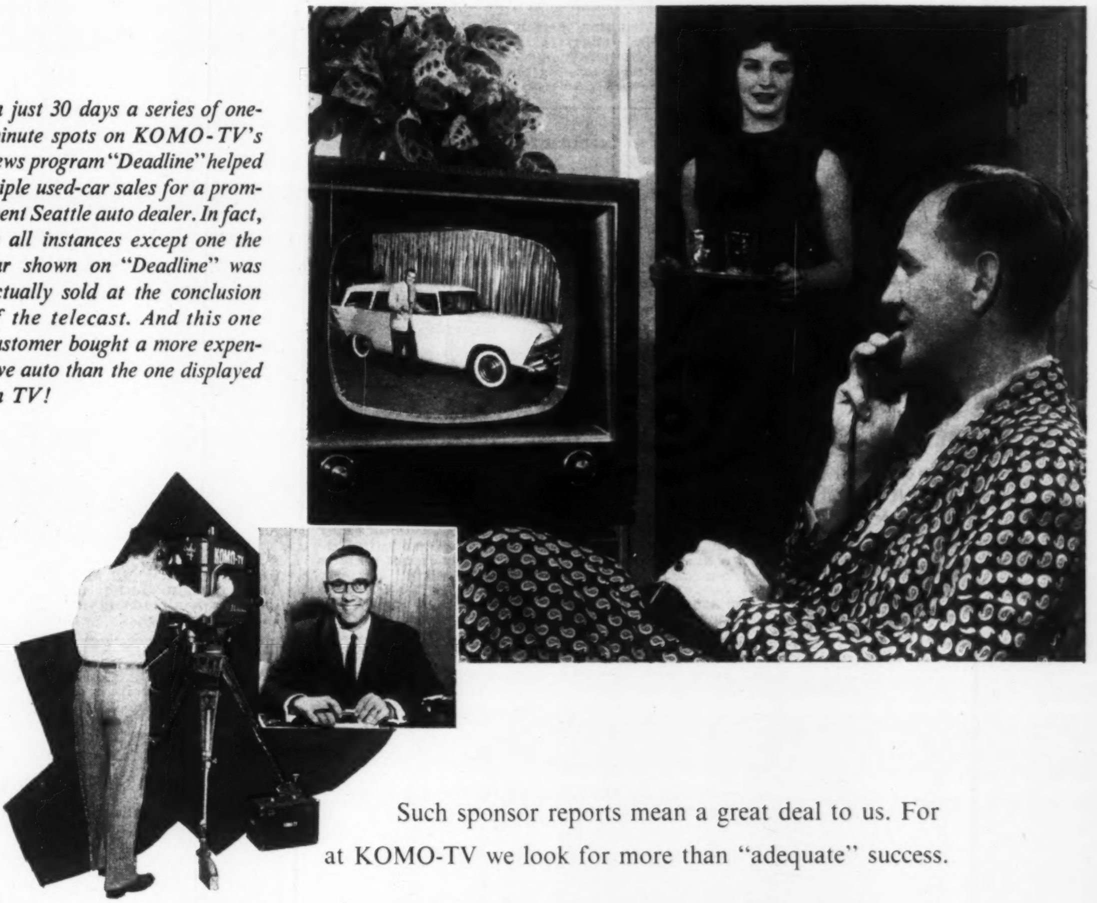
New Radio Technique Said Better Than Am Reception

A NEW radio technique which reportedly provides improved reception over conventional am radio was described last week by John P. Costas, consulting engineer with the Heavy Military Electronic Equipment Dept. of the General Electric Co., before the second annual Symposium on Aeronautical Communications in Utica, N. Y.

Developed by GE for the Air Force, the new technique, called synchronous communications, was said to offer "increased resistance to interference and jamming over the single-sideband technique, which has been suggested as the logical replacement for the conventional am radio communications systems." Mr. Costas said the new

MARKET POWER...measure of accomplishment at **KOMO-TV,** Seattle

In just 30 days a series of one-minute spots on KOMO-TV's news program "Deadline" helped triple used-car sales for a prominent Seattle auto dealer. In fact, in all instances except one the car shown on "Deadline" was actually sold at the conclusion of the telecast. And this one customer bought a more expensive auto than the one displayed on TV!



Such sponsor reports mean a great deal to us. For at KOMO-TV we look for more than "adequate" success.

Western Washington viewers have learned to look to KOMO-TV for imaginative, ambitious programming...for public service, entertainment and news reporting far better than "adequate" They turn to KOMO-TV with confidence.

For it follows—a product is known by the company it keeps. Our viewers see—trust—and *buy*.

This is *market power*. A source of great pride to us—a source of great profit to our advertisers.

for greater influence **KOMO TV** in Seattle and Western Washington

CHANNEL 4 NBC *the COLOR station*

SOLD BY NBC SPOT SALES

technique uses two sidebands, as in am radio, but suppresses the carrier, which am radio utilizes.

The elimination of the carrier, Mr. Costas said, permits the design of "more efficient transmitters and receivers than those used in the conventional am systems."

Zenith-RCA Antitrust Case Postponed in Chicago Court

TRIAL in the antitrust patent suit involving RCA and Zenith Radio Corp. has been delayed in Chicago Federal District Court until June 17, 1957, to permit RCA to complete gathering of foreign depositions.

The action was taken Oct. 5 by Judge Michael Igoe in dening Zenith's latest plea that RCA be prevented from obtaining depositions from foreign witnesses. Earlier Zenith had been permitted to increase its requested damages on grounds it had incurred additional costs in gathering foreign depositions and had suffered alleged business losses in other countries [B•T, Oct. 8].

In denying Zenith's appeal contesting an RCA move for delay, Judge Igoe gave the latter until next April 1 to take depositions in 11 countries and set a pre-trial conference for June 3. He also urged both parties in the eight-year dispute (which also includes General Electric Co. and Western Electric Co. with RCA) to speed up the case for settlement next year.

RCA filed the original suit, charging Zenith with patent infringement. Zenith filed a counter-suit against the three companies, seeking treble damages ($16,056,549) and was permitted to increase the sum last summer [B•T, July 23].

RCA Short-Neck Picture Tube Climaxes Two Years Research

RCA last week announced a shorter receiving tube for use in home television sets. RCA has been developing the tube for the past two years. It employs wide-angle 110-degree diagonal deflection.

RCA's new 21⅜ inch tube, an aluminized, rectangular glass type, weighs less than 23 lbs., and has an overall length of 14½ inches—5½ inches shorter than the standard 20-inch tube that has 90-degree deflection. The new size will permit set manufacturers to make "substantial reductions" in cabinetry. For its 110-degree tube, RCA also has developed special circuitry and is currently developing other required matched component parts.

Another manufacturer, Allen B. DuMont Labs, has been showing tube boasting a neck two inches shorter than the standard for 14-, 17- and 21-inch sizes.

Ampex Splits Service Unit

AMPEX Corp. effective Nov. 1 will divide its service engineering unit into audio and instrumentation divisions with Robert Miner and John Jipp, respectively, as marketing managers. H. Van Childs will be instrumentation service engineering manager with Kenneth R. Hall named manager of audio service engineering.

Station Authorizations, Applications

(As Compiled by B • T)

October 4 through October 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Oct. 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,931	3,061	163	315	133
Fm	522	545	35	11	1

FCC Commercial Station Authorizations

As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	177	2	126
New station requests	276	9	54
New station bids in hearing	122	0	76
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Oct. 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	333	315	648[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,027	337	802	562	1,365[3]
Noncom. Educ.	62		35	27	62[4]
Total	1,089	337	837	589	1,427[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 695 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Reliance, S. D.—Application of Midcontinent Bcstg. Co. tendered for filing seeking ch. 6 (82-88 mcs) returned to attorney, letter 10-3-57 By-Laws Ex. 1 dated subsequent to Sec. 1 & App., submitted prior to effectiveness of ch. assignment 11-1-56. Announced Oct. 9.

APPLICATIONS

San Francisco, Calif.—Plaza Radio & Tv Co., uhf ch. 26 (542-548 mc); ERP 295.46 kw vis., 130.32 kw aur.; ant. height above average terrain 1,207.54 ft., above ground 249.88 ft. Estimated construction cost $244,117, first year operating cost $264,000, revenue $300,000. P. O. address % **Alex Rosenman,** Plaza Radio & Tv Co., 551 Fifth Ave., New York, N. Y. Studio location San Francisco. Trans. location San Bruno Mt. near San Francisco. Geographic coordinates 37° 41′ 23.5″ N. Lat., 122° 26.05′ 05.7″ W. Long. Trans. GE, ant. GE. Legal counsel Philip M. Baker. Consulting engineer John H. Mullaney. Principals include Mr. Rosenman, 50% (New York advertising agency owner); **Eliot Hyman,** 25% (former owner of Associated Films, production firm); **David M. Harris,** 25% (principal of Ercoma Corp., camera, lens, optical, high fidelity equipment importer). Same group is applicant for tvs in Detroit and St. Louis. Filed Oct. 9.

Des Moines, Iowa—Independent School District of Des Moines, Iowa, vhf ch. 11 (198-204 mc); ERP 14.020 kw vis., 8.526 kw aur.; ant. height above average terrain 302.2 ft., above ground 359 ft. Estimated construction cost $125,000, first year operating cost $25,000, no revenue. P. O. address % W. C. Findley, asst. supt. of schools, 629 Third St., Des Moines 9. Studio location 18th St. and Grand Ave., Des Moines. Trans. location 18th and Grand. Geographic coordinates 41° 35′ 01″ N. Lat., 93° 38′ 28″ W. Long. Trans. RCA, ant. Alford. Legal counsel Krieger & Jorgensen. Consulting engineer H. P. Andreasen, Des Moines. Station is for non-commercial, educational purposes. Filed Oct. 9.

Monahans, Tex.—KMPS Bcstg. Co., vhf ch. 9 (186-192 mc); ERP 27.55 kw vis., 13.80 kw aur.; ant. height above average terrain 649.25 ft., above ground 637.25 ft. Estimated construction cost $100,000, first year operating cost $180,000, revenue $180,000. P. O. address % **J. Conrad Dunagan,** KMPS Bcstg. Co., Drawer 1, Monahans. Studio location Monahans. Trans. location 1.3 mi. S.E. of Pyote on Grandfalls Rd. Geographic coordinates 31° 31′ 07″ N. Lat., 103° 06′ 00″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Lyon, Wilner & Bergson. Consulting engineer William D. Buford. Principals include equal partners Mr. Dunagan, pres.-10.5% owner, **KMID-TV Midland, Tex.; D. W. Bozeman Jr.,** drug store interests; **K. E. Burrows,** drug store interests. Filed Oct. 9.

APPLICATION RESUBMITTED

Reno, Nev.—Application of **Charles E. Halstead Jr.,** d/b as Silver State Telecasters for ch. 4 (66-72 mcs), ERP 3.26 kw vis., 1.63 kw aur., resubmitted. Filed Oct. 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KDWI-TV Tucson, Ariz.—Granted mod. of cp to change ERP to 63 kw vis., 31.6 kw aur., and make minor equipment changes. Announced Oct. 9.

WTWO (TV) Bangor, Me.—Granted mod. of cp to make minor equipment changes in existing tv. Announced Oct. 9.

KDIX-TV Dickinson, N. D.—Granted STA to operate commercially on ch. 2 for period ending Jan. 9, 1957. Announced Oct. 9.

KPTV (TV) Portland, Ore.—Granted mod. of cp to make ant. and other equipment changes. Announced Oct. 9.

Salem, Ore.—FCC by letter denied petition of **Salem Television Co.** to vacate, revoke or declare forfeited ch. 3 cp held by KSLM-TV **(Oregon Radio Inc.)** and returned Salem's second application for cp on that channel. (On Sept. 26 Commission, by Chmn. McConnaughey, Cmsrs. Bartley, Doerfer, Mack and Craven, granted extension of time to March 27, 1957, to complete construction of KSLM-TV.) Announced Oct. 4.

WHUM-TV Reading, Pa.—Application for mod. of cp dismissed by request of attorney, letter 10-4-56. Announced Oct. 9.

WCYB-TV Bristol, Va.—Granted private tv intercity relay system to pick up programs of ch. 12 WSJS-TV Winston-Salem, N. C., and relay to WCYB-TV (ch. 5). Announced Oct. 4.

WAPA-TV San Juan, P. R.—Granted mod. of cp to install new ant. system and make other equipment changes. Announced Oct. 9.

CALL LETTERS ASSIGNED

KOOS-TV Coos Bay, Ore.—KOOS Inc., ch. 16.

APPLICATIONS

KWWL-TV Waterloo, Iowa—Seeks cp to replace expired cp (as mod., which authorized new tv)

To my old friend, Sol Taishoff, and his great staff:

May the next 25 years find you continuing to get the news as quick as a ferryboat shoeshine, printing the facts cold as a stepmother's kiss, being square as a set of dime store teeth, treating phonies like a pigeon at a bald-headed man's convention, happy as an old goat in a tin factory and continuing to leave your competitors stranded as a medicine show in a Kansas tank town.

With admiration from,

The Old Scotchman
Gordon McLendon

and seeks mod. of cp to change aur. ERP to 221 kw and make ant. changes. Filed Oct. 4.

KBMB-TV Bismarck, N. D.—Seeks mod. of cp to change trans. location and studio location to Ray St. and Palmer Ave., Bismarck, ERP to 36.2 kw vis., 16.9 kw aur. and make ant. changes. Filed Oct. 4.

WFIL-TV Philadelphia, Pa.—Seeks cp to make changes in facilities, to change ERP to 74.1 kw vis., 37.1 kw aur.; make slight change in trans. location (no change in description except coordinates), make ant. and other equipment changes. Filed Oct. 9.

WRCV-TV Philadelphia, Pa.—Seeks cp to change trans. location to between Domino Lane, Wigard St., Umbria St. and Ridge Ave., Philadelphia; change type trans. and ant., and make minor equipment changes. Filed Oct. 9.

WSBA-TV York, Pa.—Seeks mod. of cp to change ERP, 115.6 kw vis., 58.9 kw aur.; specify trans. and studio location as State Hwy. 24, 2.5 miles south York, Spring Garden Twp., Pa. (not a move); change type of trans. and ant., make other equipment changes. Filed Oct. 9.

WFRV-TV Green Bay, Wis.—Seeks mod. of cp to change ERP to 93.3 kw vis.. 55.8 kw aur., modify ant. for non-DA and correct coordinates (not a move). Filed Oct. 4.

APPLICATIONS AMENDED

WNFB-TV Binghamton, N. Y.—Application seeking license to cover cp amended also to cover facilities specified in modified cp and to change name to Triangle Publs. Inc. (Radio & Television Div.). Amended Oct. 3.

KGMB-TV Honolulu, Hawaii—Application seeking broadcast license amended also to cover facilities specified in cp. Filed Oct. 9.

Allocations . . .

ACTIONS BY FCC

June 25 Report and Order—FCC will continue to accept comments in Commission inquiry into feasibility of transferring television broadcasting to uhf band (invited by Oct. 1 in paragraph 25). No final date for submission of further comments designated. As developments occur which shed new light on problems, interested parties are requested to continue to file comments and supplementary comments on any aspects of converting television to uhf which may assist Commission in continuing study. Announced Oct. 4.

Lincoln, Neb.—FCC by report and order, Oct. 3, finalized rule-making in Docket 11780, effective Nov. 7, and reserved vhf ch. *12 for educational use in Lincoln, instead of uhf ch. 18, making latter available for commercial use. Byron J. Dunn, trustee, and U. of Nebraska, now operating KUON-TV on commercial ch. 12, sought reassignment so it may operate as noncommercial educational station. Commission Doerfer abstained from voting. Announced Oct. 4.

FCC by reports and orders Oct. 3, finalized rule-making and amended tv table of assignments as follows, effective Nov. 7:

Indianapolis, Anderson, Angola, Fort Wayne, Ind.—Shifted ch. 26-plus from Indianapolis to Anderson, Ind., but substituted ch. 39 in Indianapolis instead of ch. 77 originally proposed as replacement (Docket 11768). There is rule-making proposed in Docket 11796 to change assignment in Angola from ch. 15 to ch. 77 (in order to assign ch. 15 to Fort Wayne) which might conflict with assignment of ch. 77 to Indianapolis. Great Commission Schools, Inc., permittee of WCBC-TV on ch. 61 in Anderson, petitioner in instant rule-making, will be required to submit application for modification in order to change to ch. 26, which application would be accepted immediately.

Woodward Elk City, Okla.—Shifted ch. 8 from Woodward to Elk City, Okla., and substituted ch. 35 in Woodward (Docket 11767).

Glendive, Mont.—Assigned ch. 5 to Glendive, Mont., in addition to its present ch. 18 (Docket 11782). Objections by Montana-Dakota Utilities Co. and East River Electric Power Cooperative, Inc., which operate fixed control and relay stations in 72-76 mc band as part of their operations, were overruled by Commission since rules provide that all industrial radio service authorizations in the 72-76 mc band are subject to condition that no harmful interference will be caused to tv reception on chs. 4 and 5 and that industrial applicant agrees to eliminate any such interference or, if not cleared up within 90-day period, operation of fixed station will be discontinued.

Rule-Making Proposals

FCC invites comments by Nov. 7 to following proposals for changes in tv table of assignments:

Warner-Robins, Macon, Ga.—By Southeastern Bcstg. Co. (WMAZ-TV, ch. 13, Warner-Robbins, Ga.) to assign ch. 13 to Macon instead of Warner-Robins. Request by WMAZ-TV for show cause order to modify its authorization to specify operation on ch. 13 in Macon instead of Warner-Robins was denied.

Lafayette, Lebanon, Ind.—By WFAM, Inc. (WFAM-TV, ch. 59, Lafayette, Ind.) to shift ch. 59 from Lafayette to Lebanon and shift ch. 18 from Lebanon to Lafayette. Request by WFAM-TV for show cause order to modify its authorization to specify operation in Lafayette on ch. 18 instead of ch. 59 was denied.

Binghamton, Cortland, N. Y.—By WBRE-TV, Inc. (WBRE-TV, ch 28, Wilkes-Barre, Pa.) to assign ch. 56 to Binghamton, N. Y., by deleting it from Cortland, N. Y., and substituting ch. 72 in latter city. Petitioner would apply for ch. 56 in Binghamton.

Old Hickory, Nashville, Tenn.—By WLAC-TV, Inc. (WLAC-TV, ch. 5, Old Hickory, Tenn.) to assign ch. 5 to Nashville instead of Old Hickory. Request by WLAC-TV for show cause order to modify its authorization to specify operation on ch. 5 in Nashville instead of Old Hickory was denied.

Translators . . .

APPLICATIONS

Parker, Ariz.—Parker Chamber of Commerce seeks ch. 70 (806-812 mcs) to rebroadcast ch. 3 KTVK (TV) Phoenix, Ariz. Trans. output 10 w, ERP to community 28 w. Estimated population to be served 5,500. P. O. address ℅ E. Floyd Ross, Box 1898, Parker, Ariz. Estimated construction cost $4,500, first year operating cost $1,800. Filed Oct. 4.

Trinidad, Colo.—H. L. Corley seeks ch. 73 (824-830 mcs) to rebroadcast KKTV (TV) Colorado Springs, Colo. Trans. output 10 w, ERP to community 50 w. Estimated population to be served 1,500. P. O. address 108 N. Maple St., Trinidad. Estimated construction cost $4,250, first year operating cost $2,400. Filed Oct. 4.

Trinidad, Colo.—H. L. Corley seeks ch. 70 (806-812 mcs) to rebroadcast KCSJ-TV Pueblo, Colo. Trans. output 10 w, ERP to community 50 w. Estimated population to be served 1,500. P. O. address 108 N. Maple St., Trinidad. Estimated construction cost $4,250, first year operating cost $2,000. Filed Oct. 4.

New Am Stations . . .

ACTIONS BY FCC

Rockford, Ill.—Designated for hearing application of Town & Country Radio Inc., Rockford, for new am to operate on 1150 kc, 1 kw, DA, D; made WISN Milwaukee, Wis., and WJJD Chicago parties to proceeding. Announced Oct. 4.

Salem, Ill.—Salem Bcstg. Co. granted 1350 kc, 500 w D. P. O. address P. O. Box 148, Fairfield, Ill. Estimated construction cost $23,020, first year operating cost $40,000, revenue $52,000. Principals are owners of **WFIW Fairfield, Ill.** Announced Oct. 4.

Terre Haute, Ind.—Archie S. Mobley, Pauline A. Mobley, Paul D. Ford, & Eleanor J. Ford d/b as Citizens Bcstg. Co. granted 1300 kc, 500 w D. P. O. address ℅ Paul D. Ford, Rural Route #7, Box 268, Terre Haute. Estimated construction cost $17,158, first year operating cost $30,540, revenue $46,739. Principals include **Paul D. & Eleanor J. Ford** (⅓); Mr. Ford is engineer, WTHI Terre Haute; **Pauline A. Mobley** (⅓); **Archie S. Mobley** (⅓). Mr. & Mrs. Mobley are co-owners of nursery business. Announced Oct. 4.

Claremore, Okla.—Application of **L. L. Gaffaney**, tr/as Lakes Area Bcstg. Co., seeking cp for new am on 1270 kc, 500 w D, returned (per Sec. 1.724 [b] Commission Rules). Announced Oct. 4.

Plainview, Slaton, Tex.—Plainview Radio and Star of the Plains Bcstg. Co., Slaton, designated for consolidated hearing applications for new ams to operate on 1050 kc—Plainview for 1 kw, DA-D, and Star for 250 w, D. Announced Oct. 4.

Gloucester, Va.—S. L. Goodman granted 1420 kc, 1 kw D. P. O. address P. O. Drawer 2-Y, 303 W. Main St., Richmond, Va. Estimated construction cost $18,800, first year operating cost $26,000, revenue $32,000. Mr. Goodman and his wife own Virginia Publishers Wing Inc. (Richmond), 75% of Wing Publications Inc. (Columbia, S. C.), 75% of South Carolina Magazine Corp. (Columbia), 75% of South Carolina Labor News Inc. (Columbia), and hold cp for new am at Franklin, Va. Announced Oct. 4.

APPLICATIONS

Bakersfield, Calif.—Rod O'Harra and A. J. Krisik, d/b as **O.K. Bcstg. Co.** 1340 kc, 250 w unl., remote control trans. P. O. address ℅ Mr. Krisik, 2416 Bowen, Bakersfield. Estimated construction cost $15,815, first year operating cost $60,000, revenue $72,000. Mr. O'Harra is salesman, **KERO-TV Bakersfield**, and farmer. Mr. Krisik is co-owner, **KGYW Vallejo, Calif.** Filed Oct. 9.

Lake Worth, Fla—John H. Bennett, 980 kc. 500 w D, remote control trans. P. O. address 34 Easterly Ave., Rutland, Vt. Estimated construction cost $14.463, first year operating cost $45,000, revenue $55,000. Mr. Bennett is gen. mgr.-28.8% owner, **WHWB Rutland.** Filed Oct. 9.

Grinnell, Iowa.—Ralph J. Henry, Robert V. Coleman and **Ralph J. Bitzer,** d/b as **Grinnell Bcstg. Co.,** 1410 kc, 500 w D. Post office address ℅ Mr. Bitzer, 298 Arcade Bldg., St. Louis 1, Mo. Estimated construction cost $10,864, first year operating cost $33,600, revenue $38,400. Mr. Henry is employe of **KREI Farmington, Mo.** Mr. Bitzer is consulting engineer. Filed Oct. 4.

Loyall, Ky.—Tri-State Radio Corp., 1050 kc, 250 w D. Post office address Box 41, Harlan, Ky. Estimated construction cost $23,234, first year operating cost $38,000, revenue $50,000. Principals include **Dr. B. F. Wright,** 33.3% (physician-surgeon, drive-in theatre, automobile sales interests); **Hugh S. Martin,** 33.3% (Harlan real estate interests); **James R. Martin,** 33.3% (drive-in theatre manager). Filed Oct. 4.

Capitol Heights, Md.—The Heights Co. 1150 kc, 1 kw D, DA-D. P. O. address ℅ Leon B. Back, 846 North Ave., Baltimore 17, Md. Estimated construction cost $29,910, first year operating cost $52,000, revenue $78,000. Principals include **Leon B. Back,** pres.-50% owner (theatre interests, pres.-25% owner, **WEBB Dundalk, Md.**) and **Mathilda W. Feldman,** 50% (50% owner, **WEBB**). Filed Oct. 9.

Cleveland, Miss.—Lawrence A. Feduccia, 1410 kc, 500 w D. Post office address 134 North St., Cleveland. Estimated construction cost $9,940, first year operating cost $21,000, revenue $30,000. Mr. Feduccia is owner of cafe and record shop and former announcer for **WCLD Cleveland.** Filed Oct. 4.

Olean, N. Y.—Olean Bcstg. Corp. 1360 kc, 1 kw D, remote control trans. P. O. address ℅ Donald W. Merriman, 27 Franklin St., R. D. 1, Olean. Estimated construction cost $27,285, first year operating cost $64,000, revenue $80,000. Principals include Mr. Merriman, 50% (assistant manager, **WHDL Olean**); **Herman C. Mosch,** 20% (private medicine practice, real estate, finance interests, 22% owner, Coudersport, Pa., Tv Cable Co., community antenna); **Robert R. Gridley,** 20% (accounting firm, water-oil well drilling, farm machinery sales interests); **Daniel S. Souders,** 10% (business manager, Olean Medical Group). Filed Oct. 9.

Alcoa, Tenn.—Louis Chiles, Fred Atchley, Dr. Ronald Ingle and Herman Petre, d/b as Blount County Bcstg. Co. 1470 kc, 1 kw D, remote control trans. P. O. address ℅ Mr. Chiles, 5710 Jacksboro Pike, Knoxville 18, Tenn. Estimated construction cost $14,944, first year operating cost $34,300, revenue $50,000. Mr. Chiles is salesman, **WROL Knoxville, Tenn.**; Mr. Atchley is 10.56% owner of **WSEV Sevierville, Tenn.**; Dr. Ingle is dentist, motor court owner, other interests; Mr. Petre is weatherstrip-insulation firm salesman. Filed Oct. 4.

Blaine, Wash.—George A. Wilson and L. N. Ostrander d/b as Birch Bay Bcstg. Co. 930 kc, 5 kw D. P. O. address Bank Bldg., Kirkland, Wash. Estimated construction cost $42,604, first year operating cost $42,850, revenue $57,800. Mr. Ostrander is 50% owner-general partner, **KNBX Kirkland, Wash.** Mr. Wilson is general manager of KNBX. Filed Oct. 9.

Richwood, W. Va.—Royal Bcstg. Co. 1280 kc, 1 kw D. P. O. address ℅ David B. Jordan, Box 245, Grundy, Va. Estimated construction cost $20,530, first year operating cost $38,000, revenue $50,000. Principals include **David B. Jordan,** 25% (25% owner of **WNRG Grundy**); **Herman G. Dotson,** 25% (50% WNRG); **John B. Dotson,** 25% (coal interests); **Don C. Dotson** 25% (coal). Filed Oct. 4.

APPLICATIONS AMENDED

Mobile, Ala.—Jules J. Paglin and **Stanley W. Ray Jr.,** d/b as OK Bcstg. Co. application seeking cp for new am on 1150 kc, 5 kw D, DA-D, amended to change frequency to 900 kc, power to 1 kw, make changes in ant. (increase height) and ground system. Amended Oct. 4.

Key West, Fla.—Application of **Ken-Sell Inc.** seeking cp for new am on 1500 kc, 250 w unl., DA-1, amended to make changes in DA pattern. Amended Oct. 4.

Kenmore, Wash.—Application of **Jane A. Roberts** seeking cp for new am on 1330 kc, 1 kw D, DA-D, amended to change station location to Bothell, Wash. Amended Oct. 9.

APPLICATIONS RESUBMITTED

Cocoa, Fla.—Application of **Emerson W. Browne** seeking cp for new am on 1350 kc, 1 kw D, resubmitted. Filed Oct. 4.

Douglas, Ga.—Application of **Marshall W.** and **Carol C. Rowland** d/b as Fernandina Beach Bcstrs. seeking cp for new am on 1480 kc, 500 w D and remote control of trans. resubmitted. Filed Oct. 4.

Existing Am Stations . . .

ACTIONS BY FCC

KOBY San Francisco, Calif.—Granted permission to remain silent until assignment of license becomes effective. Announced Oct. 9.

KLAK Lakewood, Colo.—Granted change facilities from 1580 kc, 250 w, D, to 1600 kc, 1 kw, DA-N, unl; engineering conditions including acceptance of any interference in event of grant of application of **KATZ St. Louis, Mo.,** to operate on 1600 kc, 5 kw, DA. Announced Oct. 4.

WCKR Miami, Fla.—Granted cp to change studio location. Announced Oct. 9.

WORZ Orlando, Fla.—Granted change from DA-2 to DA-N, continuing operation on 740 kc, 1 kw, 5 kw-LS, unl. Announced Oct. 4.

WWBC Bay City, Mich.—Granted mod. of cp to change ant.-trans. location; change studio location, and operate trans. by remote control from studio location. Announced Oct. 9.

WBFC Fremont, Mich.—Granted extension of permission to sign-off at 7:00 p.m. for period of two months except for special events. Announced Oct. 9.

WMBC Macon, Miss.—Granted permission to operate from 6:00 a.m. to 7:00 p.m. for 60 days. Announced Oct. 9.

WKBS Mineola, N. Y.—Granted mod. of license to change studio location to Roosevelt Field, Garden City, N. Y., and operate trans. by remote control from Roosevelt Field. Announced Oct. 9.

WWBG Bowling Green, Ohio—Application seeking cp to increase power from 250 w to 1 kw, install new trans. and make changes in DA

WIMA-TV

CHANNEL 35 LIMA, OHIO

NBC • CBS • ABC

Aerial View of Lima Business District

The pipeline center of America.

60% Industrial

40% Farming

Ranks 99 with a total of $5,785 U. S. average consumer spendable income.*

*SR&D

George E. Hamilton, President

Robert W. Mack, Vice Pres.-Gen. Mgr.

Jack Spring, Nat'l Sales Mgr.

Elizabeth M. Beckjorden, Station Network Representative

H-R Television, Inc.

system, returned (dated wrong). Announced Oct. 9.

WCHI Chillicothe, Ohio—Application seeking assignment of cp to First Capital Bcstg. Co. returned (request attorney). Announced Oct. 4.

KUTI Yakima, Wash.—Granted change frequency from 900 kc to 980 kc, continuing operation with 1 kw D. Announced Oct. 4.

WAJR Morgantown, W. Va.—Granted change facilities from 1230 kc, 250 w unl. to 1440 kc, 500 w, 5 kw LS, DA-2 unl; engineering conditions. Announced Oct. 4.

Call Letters Assigned

KPIN Casa Grande, Ariz.—ABC Service Co., 1260 kc, 1 kw.

KACE El Centro, Calif.—Ray Lapica, 1430 kc, 1 kw.

KGOL Golden, Colo.—Golden Radio Inc., 1250 kc, 1 kw.

WIOD Sanford, Fla.—Sanford Bcstg. Co., 1360 kc, 500 w.

WWOW Hazard, Ky.—Perry County Bcstg. Co., 1390 kc, 5 kw.

KBEV Portland, Ore.—James R. Roberts, 1010 kc, 1 kw.

KPBX Odessa, Tex.—Mid-Cities Bcstg. Co., 1310 kc, 500 w.

KBAL San Saba, Tex.—Radio San Saba, 1410 kc, 500 w.

KPEG Spokane, Wash.—Robert D. Rapp and Martha M. Rapp, 1380 kc, 5 kw.

KHIT Walla Walla, Wash.—Leader Bcstg. Co., 1540 kc, 1 kw.

KUEN Wenatchec, Wash.—Queen Bcstg. Co., 1410 kc, 1 kw.

APPLICATIONS

WCAS Gadsden, Ala.—Seeks cp to increase power from 1 kw to 5 kw, change type trans. and change from non-DA to DA. Filed Oct. 4.

WROX Scottsboro, Ala.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 4.

KHEP Phoenix, Ariz.—Seeks mod. of cp (which authorized new am) to change type transmitter. Filed Oct. 4.

KWYN Wynne, Ark.—Seeks mod. of cp (which authorized new am) to change type trans. Filed Oct. 4.

KRCK Ridgecrest, Calif.—Seeks mod. of cp (which authorized new am) to change type trans., specify studio location as 350 W. Ridgecrest Blvd. and operate trans. by remote control from 350 W. Ridgecrest Blvd. Filed Oct. 4.

WCNX Middletown, Conn.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 9.

WALT Tampa, Fla.—Seeks cp to increase power from 1 kw to 10 kw, change ant.-trans. from 401-411 W. Tyler St., Tampa, to 0.72 miles north intersection Fort King Hwy. and ACL Railroad, Tampa; install DA-D and new trans.; make changes in ant. (decrease height) and ground system. Filed Oct. 9.

WGKA Atlanta, Ga.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 4.

KCLN Clinton, Iowa—Seeks mod. of cp (which authorized new am) to change studio location and change type trans. Filed Oct. 9.

KSIB Creston, Iowa—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 4.

KARE Atchison, Kan.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 4.

WMPY Salisbury, Md.—Seeks mod. of cp (which authorized new am) to change ant. trans. location from approximately 3.3 miles N. W. of town on U. S. Hwy. 50, Salisbury, to 3.3 miles N. W. of Salisbury adjacent Baltimore & Eastern Railroad. Filed Oct. 4.

WMAS Springfield, Mass.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 9.

WAMM Flint, Mich.—Seeks cp to increase power from 500 w, DA-D, to 1 kw DA-D. Filed Oct. 9.

WAAT Newark, N. J.—Seeks cp to make changes in DA pattern (DA-N). Filed Oct. 9.

WTRN Tyrone, Pa.—Seeks cp to make changes in ant. (increase height). Filed Oct. 4.

WNAE Warren, Pa.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Filed Oct. 4.

WYSR Franklin, Va.—Application seeking mod. of cp (as mod., which authorized new am) to change frequency from 1570 kc to 1430 kc, increase power from 250 w to 1 kw and change type trans., amended to change frequency to 1250 kc. Filed Oct. 4.

KNBX Kirkland, Wash.—Seeks mod. of license to change station location from Kirkland to Bellevue, Wash., change studio location from Civic Recreation Center, Kirkland, to 10312 N. E. Fourth St., Bellevue, and operate trans. by remote control. Filed Oct. 4.

WPLM Plymouth, Mass.—Seeks cp to increase power from 500 w D to 1 kw D and change trans. Filed Oct. 4.

WYOU Newport News, Va.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 9.

KTW Seattle, Wash.—Seeks cp to change ant.-trans. location from Seventh Ave. and Spring Sts., to 4441 21st Ave., S. W., and make changes in ant. system (increase height). Filed Oct. 4.

APPLICATIONS AMENDED

KXRX San Jose, Calif.—Application seeking cp to increase power from 1 kw to 10 kw, install new trans. and make change in ant. system, amended to make changes in DA pattern. Amended Oct. 9.

KSEL Lubbock, Tex.—Application seeking cp to increase D power from 1 kw to 5 kw, change from DA-N to DA-2, and install new trans. for D, amended to delete fm ant. on SW tower. Amended Oct. 9.

APPLICATIONS RESUBMITTED

KCRE Crescent City, Calif.—Application seeking cp to change frequency from 1400 kc to 1240 kc resubmitted. Filed Oct. 4.

WATE Knoxville, Tenn.—Application seeking broadcast license amended to change name to WATE Inc. Amended Oct. 4.

Tasley, Va.—Application of **Vernon H. Baker, C. Brooks Russell** and **Virginia L. Baker,** d/b as Accomack-Northampton Bcstg. Co. seeking cp for new am on 1330 kc, 500 w D, resubmitted. Filed Oct. 4.

New Fm Stations . . .

APPLICATION

Salt Lake City, Utah—Robert R. Laird, d/b as Rocky Mountain Bcstrs. 93.9 mcs, ch. 230 ERP .196 kw unl. P. O. address Box 1211, Salt Lake City. Estimated construction cost $780, first year operating cost $2,400, revenue $2,400. Mr. Laird is 50% partner, **Cascade Bcstg. Co.,** applicant for ch. 3, Great Falls, Mont. Filed Oct. 4.

Existing Fm Stations . . .

APPLICATIONS

KRED (FM) Eureka, Calif.—Seeks cp to replace expired permit (which authorized changes in licensed station) which expired 2-9-56. Filed Oct. 4.

WGHF (FM) Newtown, Conn.—Seeks mod. of cp (as mod., which authorized new fm) to change station location to Brockfield, Conn.; trans. and studio location to Carmen Hill Rd. 2 mi. N. W. of Brookfield, ant. height above average terrain to 500 ft. and change ant. system. Filed Oct. 9.

KOA-FM Denver, Colo.—Granted request to cancel license for fm station and delete call letters. Announced Sept. 9.

Ownership Changes . . .

ACTIONS BY FCC

KCCC-TV Sacramento, Calif.—Granted transfer of control of permittee corporation from **Harry W. McCart** and **Ashley L. Robison** to **Sacramento Broadcasters Inc.** for $400,000. Sacramento Broadcasters is 100% owned by **Lincoln Dellar,** owner of **KXL Portland, Ore., KHMO Hannibal, Mo.,** and 50% owner of **KJR Seattle.** Announced Oct. 4.

WJNO-TV West Palm Beach, Fla.—Granted transfer of control of permittee corporation from **William H. Cook,** et al, to **John H. Phipps** for $492,500 plus assumption of about $150,000 debts. Mr. Phipps is owner of **WTAL-AM-FM Tallahassee, Fla., WTYS Marianna, Fla.,** and **WCTV (TV)-WKTG Thomasville, Ga.** Announced Oct. 4.

WKAM Goshen, Ind.—Granted assignment of license to Northern Indiana Broadcasters Inc. through sale of all stock for $41,500. Principals **William N.** (60%), **Alonzo E.** (30%) and **Florence A. Udell** (10%) also own **WIMS Michigan City, Ind.** Announced Oct. 4.

WTOM-TV Lansing, Mich.—Granted involuntary assignment of license from The Inland Bcstg. Co. to John L. Mayer, temporary receiver. Announced Oct. 9.

KQUE Albuquerque, N. M.—Granted assignment of license and cp to KQUE Corp. for $135,000. Principals are Pres. **John R. Albers** (20.9%), interest in **KEOK Fort Dodge, Iowa; Eskil M. Nelson** (17.7%), interest in KEOK, and seven others, none holding over 9.7%. Announced Oct. 4.

WBUX Doylestown, Pa.—Granted assignment of license from James Stolcz to WBUX Bcstg. Co. for $100,000. Mr. Stolcz and George Steiner hold equal interest in corporation. Mr. Stolcz is 62% owner **WNLK Norwalk, Conn.,** and has application pending for new am at Perth Amboy, N. J. Announced Oct. 4.

WBRE-AM-FM Wilkes-Barre, Pa.—Granted transfer of control of license corporation to WBRE-TV Inc. Transfer involves 100%. Consideration is exchange of stock. Announced Oct. 9.

APPLICATIONS

KXLR North Little Rock, Ark.—Seeks transfer of control from **John F. Wells, Phillip G. Back, Beloit Taylor, Maurice E. Moore** and **John F. Wells as trustee** to **Sanders Arkansas Bcstg. Inc.** for $120,000. **J. M. Sanders,** pres. of Sanders Arkansas, is Dallas, Tex., advertising agency owner. Filed Oct. 4.

KFI Los Angeles, Calif.—Seeks transfer of control from Earle C. Anthony to Earle C. Anthony, Security-First National Bank of Los Angeles and Eugene Overton, trustees. No consideration. Corporate change. Filed Oct. 4.

WBBA Pittsfield, Ill.—Application seeking acquisition of positive control by G. B. Meyer through purchase of stock from Keith Moyer (55%) resubmitted. Filed Oct. 9.

WMT-TV Cedar Rapids, Iowa—Seeks relinquishment of control of permittee corporation by American Bcstg. Stations Inc. through sale of 2% of stock for about $4,500 to **William B. Dolph,** president and 29% owner. American is 51% owner. Mr. Dolph has partnership interest **KJBS San Francisco, Calif.,** and **KGIL Los Angeles.** Filed Oct. 4.

WPLM Plymouth, Mass.—Seeks transfer of 29% of stock from **Robert G. Clark Jr.** to **John T. Campbell** for $5,800. Mr. Campbell is present holder of 51%. Filed Oct. 9.

KSWM-AM-TV Joplin, Mo.—Seeks transfer of control from **Austin A.** and **Eleanor F. Harrison** to **WSTV Inc.** for $591,000. WSTV Inc. is licensee of **WSTV-AM-FM-TV Steubenville, Ohio,** and has contracted to buy **WBLK-AM-TV Clarksburg,** and **WPAR-AM-FM Parkersburg,** both **W. Va.,** pending FCC approval. WSTV principals own **WFPG-AM-TV Atlantic City, WPIT Pittsburgh** and **WBMS Boston.**

KRSN-AM-FM Los Alamos, N. M.—Seeks assignment of license from **Sunshine Bcstg. Co.** to **Virgil Allen Parker III** and **Darrel K. Burns** d/b as Parker & Burns for $62,000. Sunshine is licensee of **KQUE Albuquerque, N. M. William W. Phelps,** pres., is licensee, **KALG Alamogordo, N. M.** Mr. Parker is commercial mgr., **KORE Eugene, Ore.,** and Mr. Burns merchandising mgr., KORE. Filed Oct. 4.

WIRY Plattsburgh, N .Y.—Seeks transfer of control from **Vincent S. Jerry, John M. Nazak, Martin Schulman, Donald L. Pelkey** and **Thomas A. Robinson** to **Joel H. Scheier,** pres., for $16,000. Filed Oct. 4.

KWIE Kennewick-Richland-Pasco, Wash.—Seeks transfer of control from **Clarence J. McCredie** and **Harold A. Clark** to **Cascade Bcstg. Co.** through sale of 60% of stock for $79,000 and assumption of obligations. Cascade, present 40% owner, is owner of **KIMA-AM-TV Yakima, Wash.** and satellites **KLEW-TV Lewiston, Idaho, KEPR-TV Pasco** and **KBAS-TV Ephrata,** both **Wash.,** and **Basin Tv Co.,** applicant for ch. 8, Walla Walla, Wash. Filed Oct. 9.

Hearing Cases . . .

INITIAL DECISION

Shreveport, La.—FCC corrects Report No. 1189 dated Sept. 26, announcing initial decision looking toward grant of application by new am in Shreveport, La., to show operation on 1300 kc. Corrected Oct. 5.

OTHER ACTIONS

Boston, Mass.—FCC on Oct. 3 scheduled Boston, Mass., tv ch. 5 proceeding for oral argument on Oct. 29. Announced Oct. 4.

Hopkins-Edina-St. Louis Park, Minn.—FCC announced its order of Oct. 3 granting petition by Radio Suburbia Inc., to withdraw exceptions; made effective immediately initial decision and granted Radio Suburbia application for new am to operate on 950 kc, 1 kw D, in Hopkins-Edina-St. Louis Park (Docket 11276; BP-9405). Announced Oct. 4.

Rochester, Minneapolis, Minn.—FCC announced its memorandum opinion and order of Oct. 3 granting March 12 motion by Minnesota Television Public Service Corp (WTCN [TV]) Minneapolis, Minn., to extent of adding "overlap" issue in proceeding on application of Rochester Bcstg. Co. for new am to operate on 1270 kc, 500 w D, in Rochester, Minn., and denied motion in all other respects; reopened record and remanded proceeding to examiner for limited purpose of permitting introduction of evidence relative to added issue and for issuance thereafter of new initial decision (Docket 11631; BP-9991). Announced Oct. 4.

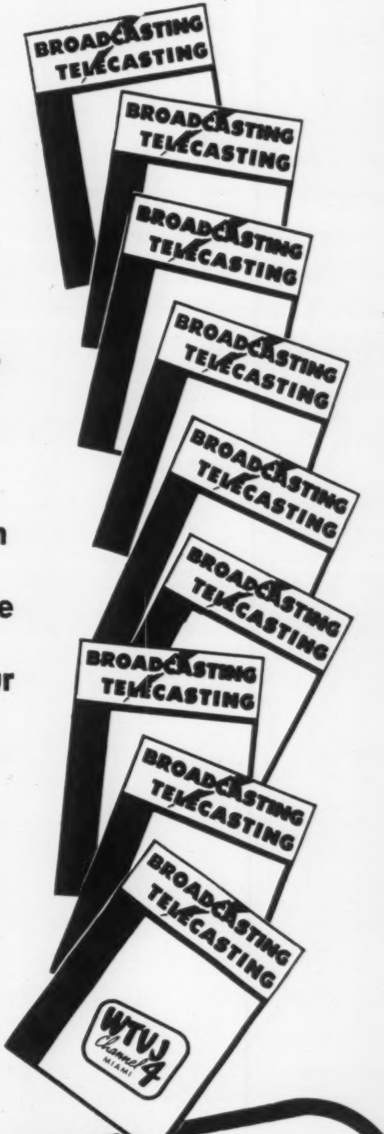
WWBZ Vineland, N. J.—FCC announced its memorandum opinion and order of Oct. 3 which denied petition by **Community Bcstg. Service Inc.,** to vacate and set aside Nov. 28, 1955, decision and reopen record in proceeding on its application for renewal of license of station WWBZ; denied WWBZ's petition for grant of one-year probationary license or, alternatively, for one-year suspension of effective date of Nov. 28, 1955, decision; on Commission's own motion, vacated and set aside its Nov. 28, 1955, decision and April 26, 1956, order, and remanded case to hearing examiner to reopen record for further hearing under issues which previously controlled this proceeding, and ordered examiner, after procedural steps have been taken, to issue supplementary initial decision; and granted Community authority to continue temporary operation of WWBZ pending final determination of this proceeding. Cmsrs. Doerfer and Craven voted for immediate grant of renewal of license. Announced Oct. 8.

Trenton, N. J.; Levittown-Fairless Hills, Pa.—FCC on Oct. 3 scheduled for oral argument on Oct. 29 proceeding on am applications of Mercer Bcstg. Co., Trenton, and Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills. Announced Oct. 8.

KTSA-AM-FM San Antonio, Tex.—FCC announced its order of Oct. 3 granting petition by McLendon Investment Corp. and O. R. Mitchell Motors and terminated proceeding involving transfer of control of Sunshine Bcstg. Co. (KTSA-AM-FM), San Antonio, from O. R. Mitchell Motors to McLendon Investment Corp. (Docket 11762; BTC-2203). Protestant Radio KITE Inc. (KITE), San Antonio, filed notice of desire to withdraw, making proceeding moot. Announced Oct. 4.

Portsmouth, Va.—FCC announced its memorandum opinion and order of Oct. 3 denying

from one Pioneer to Another



Our thanks to you, Sol, and to all of the staff of BROADCASTING-TELECASTING for the wonderful help your magazine has been to us since we began operations as "Florida's First Television Station."

We feel that our advertisements in BROADCASTING-TELECASTING have done a tremendous job in informing our many "publics" about the WTVJ operation—and the information we have gained from reading BROADCASTING-TELECASTING week by week has been a powerful aid to us in building WTVJ's stature in South Florida.

CBS TELEVISION NETWORK

Basic Affiliate

Florida's FIRST Television Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ Channel 4 MIAMI

July 2 petition by Beachview Bcstg. Corp., Norfolk, Va., for rehearing and other relief directed against Commission's May 29 decision granting application of Portsmouth Radio Corp. for a new tv to operate on ch. 10 in Portsmouth, Va., and denying competing application of Beachview. Chmn. McConnaughey dissented and favored grant; Cmsrs. Mack and Craven abstained from voting. Announced Oct. 8.

Routine Roundup . . .

October 4 Applications

Accepted for Filing

License to Cover Cp

WOBS Jacksonville, Fla.—Seeks license to cover cp which authorized increase in power from 1 kw to 5 kw.

KEUV Haynesville, La.—Seeks license to cover cp which authorized new am.

KULA Leesville, La.—Seeks license to cover cp which authorized new am.

WCER Charlotte, Mich.—Seeks license to cover cp which authorized new am.

WMAB Munising, Mich.—Seeks license to cover cp which authorized new am.

WTRA Latrobe, Pa.—Seeks license to cover cp which authorized new am.

WLAT Conway, S. C.—Seeks license to cover cp which authorized change in frequency, increase in power and change in hours of operation.

KOLY Mobridge, S. D.—Seeks license to cover cp which authorized new am.

WTUC Union City, Tenn.—Seeks license to cover cp which authorized new am.

WHIS Bluefield, W. Va.—Seeks license to cover cp which authorized decrease in N power from 5 kw to 500 w and change from DA-N to non-DA.

WFST-FM Caribou, Me.—Seeks license to cover cp which authorized new fm.

WSPA-TV Spartanburg, S. C.—Seeks license to cover cp.

License to Cover Cp Resubmitted

WTOX Wilmington, Del.—Resubmits application seeking license to cover cp which authorized increase in power.

Modification of Cp

KBAY-TV San Francisco, Calif.—Seeks mod. of cp for extension of completion date to 6-16-57.

WTOK-TV Meridian, Miss.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 4-1-57.

WRTV (TV) Asbury Park, N. J.—Seeks mod. of cp for extension of completion date to 4-16-57.

WHCU-TV Ithaca, N. Y.—Seeks mod. of cp for extension of completion date to 4-16-57.

WSPD-TV Toledo, Ohio—Seeks mod. of cp for extension of completion date to 5-2-57.

WEOL-TV Elyria, Ohio—Seeks mod. of cp for extension completion date to 4-16-57.

WCHK Canton, Ga.—Seeks mod. of cp (which authorized new am) to extend completion date from 10-1-57 to 4-1-57.

WKBI St. Marys, Pa.—Seeks mod. of cp (which authorized making changes in ant. system) for extension of completion date.

KIDO-TV Boise, Idaho—Seeks mod. of cp to extend completion date to 4-27-57.

WNYC-TV New York, N. Y.—Seeks mod. of cp to extend completion date to 4-16-57.

WTVK (TV) Knoxville, Tenn.—Seeks mod. of cp to extend completion date to 4-19-57.

KBET-TV Sacramento, Calif.—Seeks mod. of cp for extension of completion date to March 1, 1957.

WSM-TV Nashville, Tenn.—Seeks mod. of cp for extension of completion date to May 1, 1957.

KNUZ-TV Houston, Tex.—Seeks mod. of cp for extension of completion date to April 16, 1957.

Renewal of License

KIST Santa Barbara, Calif.; KBLF Red Bluff, Calif.; KPAL Palm Springs, Calif.; KECC Pittsburg, Calif.; KGMS Sacramento, Calif.; KYA San Francisco, Calif.; KSMA Santa Maria, Calif.

KCRE Crescent City, Calif.; KMBY Monterey, Calif.; KIBE Palo Alto, Calif.; KPPC Pasadena, Calif.; KTIM San Rafael, Calif.; KARM-FM Fresno, Calif.

Remote Control

WHDF Houghton, Mich.

KFNW Fargo, N. D.; KTXL San Angelo, Tex.

KUVR Holdrege, Neb.

Renewal of License Returned

KSPA Santa Paula, Calif. (name of assignor; application dated after notary);

KENO Las Vegas, Nev. (not signed).

October 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Irwin, Pa.—Granted joint motion by applicants in Irwin channel 4 comparative proceeding for extension of time to Nov. 9 to file reply briefs to exceptions. Action Oct. 2.

By Chief Hearing Examiner
James D. Cunningham

Beaumont, Tex.—Scheduled further hearing on Oct. 29 in proceeding involving applications of The Enterprise Co. and Beaumont Bcstg. Corp. for new tv in Beaumont to operate on ch. 6. Action Oct. 1.

The Greenville Bcstg. Corp., Greenville, Ohio—granted applicant's petition to dismiss without prejudice its application for new am station. Action Oct. 2.

By Hearing Examiner Jay A. Kyle

Stanton, Tex.—Ordered parties to proceeding on am applications of Great Western Radio Co., Midland, Tex., and John Bentley, Stanton, to appear at prehearing conference on Oct. 22. Action Oct. 2.

By Hearing Examiner J. D. Bond

Philadelphia, Pa.—On request, continued further hearing from Oct. 4 to Oct. 17 in proceeding on am applications of Rollings Bcstg. of Delaware Inc., and Franklin Bcstg. Co., both Philadelphia. Action Oct. 3.

By Hearing Examiner Elizabeth C. Smith

Newark, N. Y.—Granted motion by Radio Wayne County Inc., Newark, for continuance of prehearing conference from Oct. 4 to Oct. 17 in proceeding on its am application and Radio Newark, Inc., Newark. On Sept. 28, conference had been set for Oct. 4. Action Oct. 5.

By Hearing Examiner H. Gifford Irion

WSLA Selma, Ala.—By Memorandum Opinion and Order of Oct. 2, granted petition of Broadcast Bureau to accept late filing of additional findings in proceeding on application of WSLA and extended date for filing reply findings on Issues 2 and 4 from Oct. 15 to Nov. 1. Issued erratum to correct Issue 4. Action Oct. 2.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Issued statement concerning hearing conference and order in Parma-Onondaga, channel 10 proceeding and ordered further hearing on Oct. 23. Action Oct. 3.

Beaumont, Tex.—Ordered hearing conference on Oct. 11 in proceeding on applications of The Enterprise Co. and Beaumont Bcstg. Corp., for ch. 6 in Beaumont, Tex. Action Oct. 4.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—On request, scheduled further conference on Oct. 15 at 2 p.m. (instead of 10 a.m.) in proceeding on applications of WCBQ. Action Oct. 4.

Providence, R. I.—On request, extended from Oct. 8 to Oct. 16 time for filing reply proposed findings in tv proceedings on Cherry & Webb Bcstg. Co., Providence. Action Oct. 4.

Beacon, N. Y.—Issued statement and order for continuance of hearing on am applications of West Shore Bcstg. Co., Beacon, The Westport Bcstg. Co., Westport, Conn., and James W. Miller, Milford, Conn., setting Nov. 19 for exchange of affirmative written cases, Nov. 29 for further conference, Dec. 10 for evidentiary hearing, and informal engineering conference to be held not later than Oct. 26. Action Oct. 1.

KVAR (TV) Mesa, Ariz.—Ordered further hearing on Oct. 3 at 11 a.m. in proceeding on application for mod. of tv license of KVAR to change main studio location to Phoenix. Action Oct. 4.

By Hearing Examiner Jay A. Kyle

Abilene, Tex.—Scheduled hearing on Oct. 15 in proceeding re application of Key City Broadcasters for new am in Abilene. Action Oct. 4.

By Hearing Examiner Herbert Sharfman

Rochester, Minn.—Scheduled prehearing conference on Oct. 10 on application of Rochester Bcstg. for new am. Action Oct. 4.

October 9 Decisions

ACTIONS ON MOTIONS

By Hearing Examiners James D. Cunningham
and Herbert Sharfman

WKNB-TV New Britain, Conn.—Granted petition of Broadcast Bureau for extension of time to Oct. 15 for all parties to file proposed findings in proceeding on applications for mod. of cp of WKNB-TV and for transfer of control WKNB-AM-TV to NBC. Action Oct. 8.

By Hearing Examiner
James D. Cunningham

WWBZ Vineland, N. J.—On Examiner's own motion, ordered hearing conference at 9:30 a.m. Oct. 10 in re application of Community Bcstg. Service Inc., for renewal of license of WWBZ. Action Oct. 8.

By Hearing Examiner Basil P. Cooper

Claremore, Okla.—Issued order controlling conduct of hearing on application of Claremore Bcstg. Co. for new am sta in Claremore; exchange of exhibits by applicant to be made Oct. 22 and by other parties Nov. 12 with notification to applicant of witnesses desired for cross-examination; evidentiary hearing postponed from Nov. 1 to Nov. 19. Action Oct. 8.

By Hearing Examiner Herbert Sharfman

Pachuta-Laurel, Miss.—On request by applicants and without objection, continued from Oct. 8 to Nov. 5 hearing on applications of **WCOC-TV Pachuta** and Laurel Television Co. Inc., Laurel, (channel 7). Action Oct. 5.

Grand Prairie, Tex.—Issued memorandum of action in proceedings on am applications of Grand Prairie Bcstg. et al. Action Oct. 5.

By Hearing Examiner H. Gifford Irion on Oct. 8

Islip, N. Y.—On examiner's own motion, reconvened hearing on Oct. 29 in proceeding on am applications of Great South Bay Bcstg. Co. Action Oct. 8.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y.—Granted petition by WNYC for extension of time to Oct. 29 to file proposed findings in Docket 11227, reply filings to Nov. 23, and modified requirement relative to length of such findings and conclusions to provide that total number of pages filed by any one party shall not exceed 160 pages. Action Oct. 8.

By Hearing Examiner J. D. Bond

Homestead, Fla.—Issued order after second prehearing conference to govern conduct of hearing on applications of South Dade Bcstg Co. Inc., J. M. Pace and Redland Bcstg. Co. for new am stations in Homestead. Action Oct. 5.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of October 5

Following were granted extensions of completion dates as shown: **WKBI St. Marys, Pa.**, to 12-1; **WCHK Canton, Ga.**, to 12-1; **WJKO East Longmeadow, Mass.**, to 10-31.

Actions of October 4

Following were granted extensions of completion dates as shown: **WSPD-TV Toledo, Ohio**, to 5-2-57; **WSM-TV Nashville, Tenn.**, to 5-1-57; **WLEX-TV Lexington, Ky.**, to 4-4-57; **KBET-TV Sacramento, Calif.**, to 3-1-57; **WTOK-TV Meridian, Miss.**, to 4-1-57; **KTLA (TV) Los Angeles, Calif.**, to 3-1-57; **KIDO-TV Boise, Idaho**, to 4-27-57; **KNOX-TV Grand Forks, N. D.**, to 5-1-57.

KRED (FM) Eureka, Calif.—Granted cp to replace permit of fm station which expired 2-9-56.

Actions of October 3

KELE (FM) Phoenix, Ariz.—Granted license for fm station.

Following were granted extensions of completion dates as shown: **KAUS Austin, Minn.**, (condition) to 1-2-57; **KWGB-TV Goodland, Kan.**, to 2-20-57; **KHBC-TV Hilo, Hawaii**, to 4-13-57; **WDMJ-TV Marquette, Mich.**, to 4-19-57; **KDUB-TV Lubbock, Tex.**, to 4-20-57; **WSAV-TV Savannah, Ga.**, to 4-20-57; **WGAB-TV Lancaster, Pa.**, to 4-20-57.

Actions of October 2

WHBF-FM Rock Island, Ill.—Granted license covering changes in licensed fm.

WKCR-FM New York, N. Y.—Granted license for educational fm station.

Following were granted authority to operate trans by remote control: **KFNW Fargo, N. D.; KTXL San Angelo, Tex.**

Actions of October 1

Following were granted licenses for am stations: **KLOS Albuquerque, N. M.** (BL-6183); **KTUT Tooele, Utah; KMIN John Blake, Grants, N. M.; KRBO Las Vegas, Nev.; KHAM Albuquerque, N. M.; KBBS Buffalo, Wyo.; KHCD**

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

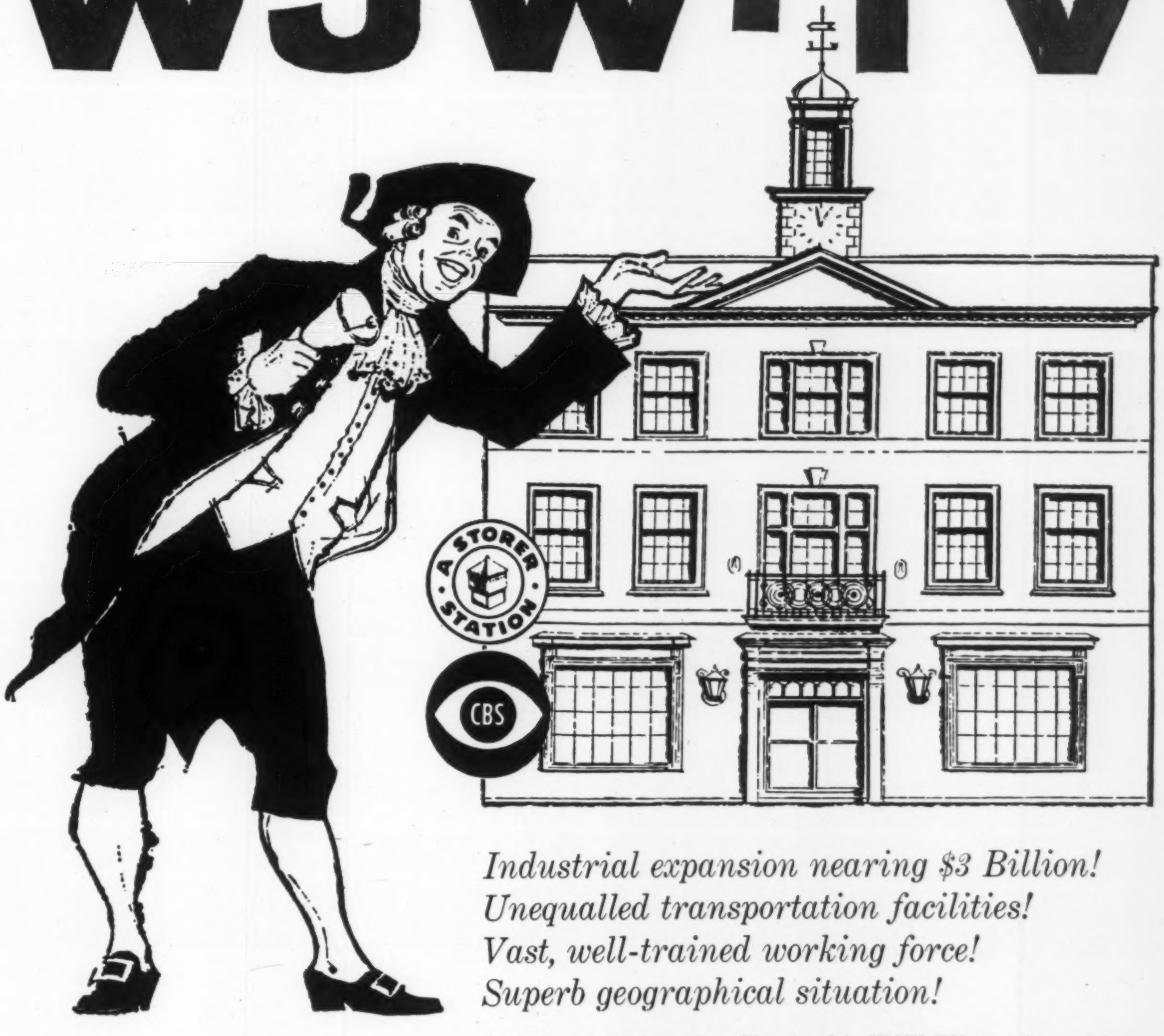
SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

LEADING CITIZEN in a LAND OF PROMISE...

WJW-TV



Industrial expansion nearing $3 Billion!
Unequalled transportation facilities!
Vast, well-trained working force!
Superb geographical situation!

A vital part of booming Cleveland is WJW-TV, now housed in a handsome new Williamsburg colonial structure in the heart of the downtown area. Presenting the tops in television programming and public service to the market that tops the country in television set saturation, this basic CBS outlet will carry your sales story to new heights in the Best Location in the Nation.

WJW-TV Channel 8 (Formerly WXEL)

Represented Nationally by The Katz Agency

rich middle Georgia means Macon... to sell it, you've got to buy it... to buy it you need WMAZ and WMAZ-TV

Middle Georgia's booming! Population doubled in last decade. $388 million spent in retail stores last year. Hub of Middle Georgia: Macon, which alone had 41.6% retail sales gain during the past 5 years.

You wouldn't use New York Stations to sell the Philadelphia area. Atlanta stations are even farther from Macon than New York is from Philadelphia — give only fringe coverage of the market. *Only* two stations deliver the entire, rich 47-county Macon Market . . . WMAZ and WMAZ-TV.

To move merchandise, go Macon. To go Macon, use . . .

WMAZ
10,000 watts — 940 Kc — CBS
Member: Georgia Big 5

WMAZ-TV
Channel 13 — CBS-ABC-NBC

REPRESENTED NATIONALLY BY AVERY-KNODEL, Inc.

Clifton, Ariz.

KUVR Holdrege, Neb.—Granted authority to operate trans. by remote control.

October 9 Applications

Modification of Cp

WNMO-TV Raleigh, N. C.—Seeks mod. of cp to extend completion date to 2-1-57.

KAVE-TV Carlsbad, N. M.—Seeks mod. of cp to extend completion date to 2-24-57.

WPRO-TV Providence, R. I.—Seeks mod. of cp to extend completion date to 5-19-57.

WBUF (TV) Buffalo, N. Y.—Seeks mod. of cp for extension of completion date to 5-9-57.

WTOH-TV Toledo, Ohio—Seeks mod. of cp for extension of completion date.

KFSA-TV Fort Smith, Ark.—Seeks mod. of cp for extension of completion date to 3-15-57.

WSTF (TV) Stamford, Conn.—Seeks mod. of cp for extension of completion date.

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp for extension of completion date to 4-27-57.

WBID-TV Detroit, Mich.—Seeks mod. of cp for extension of completion date.

License to Cover Cp

KAIR Tucson, Ariz.—Seeks license to cover cp which authorized new am.

KWFC Hot Springs, Ark.—Seeks license to cover cp which authorized change in frequency, power, install DA-N, install new trans., change ant.-trans. location and operate trans. by remote control while using non-DA.

WMOO Milford, Mass.—Seeks license to cover cp which authorized new am, and specify studio location and remote control point as 145 Main St., Milford.

WDUX Waupaca, Wis.—Seeks license to cover cp which authorized increase power from 500 w to 1 kw.

KRIS-TV Corpus Christi, Tex.—Seeks license to cover cp (which authorized new tv) and to specify studio location as 613-23 Upper N. Broadway, Corpus Christi.

WPLA Plant City, Fla.—Seeks license to cover cp which authorized change in frequency and changes in ant. system.

WTTL Madisonville, Ky.—Seeks license to cover cp which authorized new am.

WONG Oneida, N. Y.—Seeks license to cover cp which authorized new am and specify studio location and remote control point as 238 Main St., Oneida.

WFWL Camden, Tenn.—Seeks license to cover cp which authorized new am.

KTTS-TV Springfield, Mo.—Seeks license to cover cp which authorized change in facilities of existing tv and to correct coordinates.

Renewal of Licenses

KAAA Kingman, Ariz.; KPRL Paso Robles, Calif.; KSJO San Jose, Calif.; KTUR Turlock, Calif.; KUKI Ukiah, Calif.; KCRS Truth or Consequences, N. M.

KMOR Oroville, Calif.; KVWO Cheyenne, Wyo.; KQXR (FM) Bakersfield, Calif.; KFFM (FM) Fresno, Calif.; KBMS (FM) Glendale, Calif.; KCBH (FM) Los Angeles, Calif.; KSON-FM San Diego, Calif.; KCBS-FM San Francisco, Calif.

Renewal of Licenses Returned

KOLD Yuma, Ariz. (wrong dates); KSRO Santa Rosa, Calif. (not signed).

Renewal of SCA

KQXR (FM) Bakersfield, Calif.; KGMS Glendale, Calif.; KSON-FM San Diego, Calif.

UPCOMING

OCTOBER

Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 16-18: National Assn. of Educational Broadcasters, annual convention, Biltmore Hotel, Atlanta, Ga.

Oct. 17: Indiana Broadcasters Assn., Sheraton-Lincoln Hotel, Indianapolis.

Oct. 18-20: Gamma Alpha Chi, National Women's Professional Advertising Fraternity, biennial national convention, U. of Illinois, Urbana.

Oct. 19-20: AAAA East Central Regional Meeting, Aurora Inn, Aurora, Ohio.

Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.

Oct. 26: Canadian Bcstg. Corp. Board of Governors, Rm. 262, The Senate, Ottawa, Ont., meeting to hear station applications.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NARTB CONFERENCES

Region 1 (New England)	Oct 15-16	**Somerset Hotel Boston**
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	**Sheraton Lincoln Indianapolis**
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	**Dinkler-Tutwiler Birmingham**

RICA
T R
A N T I C
E A N

QUARTER - CENTURY REPORT

THE WORLD was still big in 1931. To fly around it was a daring trick. To talk around it was a novelty. Sight ended at the horizon.

Since then man has learned to use the air to shrink the earth. At jet speeds he transports himself from continent to continent. He talks with ease between the hemispheres. His field of vision is not global yet, but until it is he may content himself, if he is an American, with his present ability to see some 3,000 miles.

Radio in the U. S. was securely established in 1931, although its great growth period was still to come. There were 608 am stations and radio sets in two of every five U. S. homes. Fm was 10 years away. Television was in the crude stage of early experiment.

In 25 years am stations increased to nearly 3,000; fm was begun amid high hopes, was outshone by the coincidental development of television, is now at a level of 527 stations on the air; television was transformed from a laboratory oddity to the most miraculous communications device ever known, with nearly 500 stations operating. Almost every American home is a radio home; three out of four homes have television.

The reports which follow are not merely a record of what has been. They are a record of what *is* in the light of how it came to be and a forecast of a future that promises to be even more exciting than the tumultuous, productive past.

WHERE HAS THE MONEY COME FROM?

LUCKILY for radio and television, as well as other media, television burst upon the American scene in the midst of a fantastic advertising boom.

The boom was generated, of course, by the rocketing U. S. economy and, to at least some extent, by the tremendous growth of television itself.

No matter what its source of fuel, the advertising business for the past 10 years has been amazing. Indeed it has been outracing the economy in general. As the top chart on page 109 shows, total advertising expenditures have been climbing faster than total disposable income, the target at which advertising shoots.

In 1945 total advertising expenditures were $2.8 billion and total disposable income $150.3 billion. In 1955, both had soared—advertising to better than $9 billion, income to better than $270 billion. But advertising rose more rapidly—from 1.9% of income in 1945 to 3.3% in 1955.

Advertising had sunk to 1.9% of disposable income in 1945 after several years of war production and scarcities of consumer goods. It had recovered considerable momentum in the postwar period before television came along to help give it an unmeasurable but definite kick.

In 1949, the first year that television expenditures were estimated, total advertising volume was $5.2 billion, 2.7% of disposable income. That was about the ratio of advertising to income that had prevailed before the war (2.9% in 1937-38, 2.8% in 1939, 2.7% in 1940).

How much television and the general economic boom contributed individually to the increase in advertising to 3.3% of income in 1955 cannot, of course, be determined, but obviously both provided push. Television added to the total advertising volume, but it also subtracted something—though it is impossible to say how much—from older media.

In gross dollars, the other key advertising media have not suffered acutely since television arrived. Newspaper advertising increased from $1.9 billion in 1949 to $3 billion in 1955—a little more than the television increase of $58 million to $1 billion (see chart in middle of page 109). Magazine advertising was up from $492 million to $723 million. Only radio advertising slipped in dollar volume—from $571 million in 1949 to $545 million in 1955. (There is evidence the radio volume will be bigger this year.)

But dollars do not tell the whole story.

The size of bite that each medium has been taking out of the total advertising pie has diminished since the advent of television. As the bottom chart on page 109 shows, the percentages of total advertising going to newspapers, magazines and radio have steadily declined since 1949, the only exception being the gain recorded from 1954 to 1955 by newspapers.

In 1949, newspaper advertising accounted for 36.8% of total advertising, magazine for 9.5%, radio for 11%. Television made its appearance that year with 1.1% of total advertising.

In 1955, newspaper advertising was 34% of the total, magazine 8%, radio 6%. Television advertising was 11.1% of the total.

What has happened since television came along is that newspapers and magazines have continued to gain in dollar volume (because of the great growth of total advertising volume) while radio slipped. But the rate of expansion of all three other media has been decelerated. Their futures obviously will be determined not only by their ability to compete with tv (and with each other) but also by the general state of advertising. The surest guarantee for the health of all four major media would be a continued growth of the U. S. economy and with it the growth of the total advertising effort.

Television Revenues from Sales of Time

Year	National Network	Spot	Local	Total
1949	$ 10,795,512	$ 7,275,013	$ 9,459,608	$ 27,530,133
1950	35,044,000	25,034,000	30,385,000	
1951	97,558,000	59,733,000	51,304,000	208,595,000
1952	137,664,000	80,235,000	65,171,000	283,070,000
1953	171,900,000	124,318,000	88,474,000	384,692,000
1954	241,225,000	176,766,000	120,131,000	538,122,000
1955	308,900,000	222,400,000	149,800,000	681,100,000

Radio Revenues from Sales of Time

Year	National Network	Regional Network	Spot	Local	Total
1938	56,612,925	....	28,109,185	32,657,349	117,379,459
1939	62,621,689	....	30,030,563	37,315,774	129,968,026
1940 *	71,919,428	1,869,583	37,140,444	44,756,792	155,686,247
1941	79,621,534	2,752,073	45,681,959	51,697,651	179,753,217
1942	81,744,396	3,444,581	51,059,159	53,898,916	190,147,052
1943	99,389,177	6,256,508	59,352,170	64,104,309	228,102,164
1944 *	121,757,135	7,612,366	73,312,899	84,960,347	287,642,747
1945	125,671,834	8,301,702	76,696,463	99,814,042	310,484,046
1946	126,737,727	8,043,381	82,917,505	116,380,301	334,078,914
1947	127,713,942	7,012,689	91,581,241	147,778,814	374,086,686
1948	133,723,098	7,329,255	104,759,761	170,908,165	416,720,279
1949	128,903,467	5,994,858	108,314,507	182,144,301	425,357,133
1950	124,633,089	6,897,127	118,823,880	203,210,834	453,564,930
1951	113,984,000	8,481,000	119,559,000	214,519,000	456,543,000
1952	102,528,000	7,334,000	123,658,000	239,631,000	473,151,000
1953	92,865,000	5,192,000	129,605,000	249,544,000	477,206,000
1954	78,917,000	4,767,000	120,168,000	247,478,000	451,330,000
1955 †	54,997,000	5,573,000	117,070,000	278,009,000	455,649,000

* Figures prior to this date not comparable in all categories.

† 1955 figures for radio estimated by BROADCASTING • TELECASTING. All others, FCC estimates.

In the 19 years that dependable estimates have been available (1937-55) $82.5 billion has been spent for advertising.

Newspaper advertising has accounted for 35.3% of it, $29 billion; radio for 9.7%, $8 billion; magazine for 9.5%, $7.8 billion; television for 4.2%, $3.4 billion.

In the seven recorded years since the beginning of tv, total advertising has amounted to $49.4 billion. Newspaper advertising was 34.7% of it, $17 billion; radio 8.3%, $4.1 billion; magazine 8.6%, $4.2 billion, and television 6.9%, $3.4 billion.

In those same seven years the character of advertising in various media changed.

Considerably more than half (57%) of total radio advertising was spent by national advertisers (network and spot) in 1949. Local business accounted for the rest.

In 1955 the proportions of national and local advertising on radio were almost reversed. Local business was 59%, national only 41%.

Newspaper advertising has been predominantly local historically. Local advertising constituted 75% of the newspaper total in 1949 and the same percentage in 1955.

Magazine advertising, of course, has been all national.

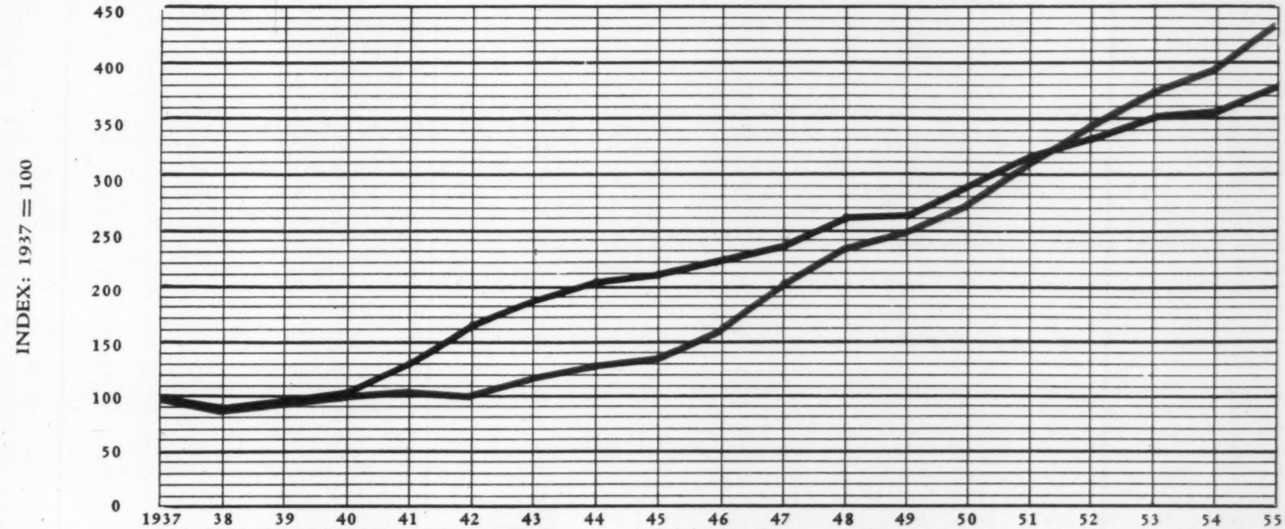
It was the strength of newspapers in the local advertising field that enabled them to keep on gaining dollar volume after television. For television has been predominantly a national medium ever since it had the first vestiges of national coverage. In 1955 national advertising amounted to 78% of all television business.

Radio has had to adjust its operations to build up local revenue as replacement for that which it lost in the decline of its share of national advertising. All indications are that it is succeeding in the adjustment. Local radio advertising volume has increased year by year, in the face of dwindling total radio volume. Spot radio advertising has held firm and this year appears to be rising significantly. These two will probably succeed this year in getting radio back on the upward curve despite the continued sluggishness of network radio.

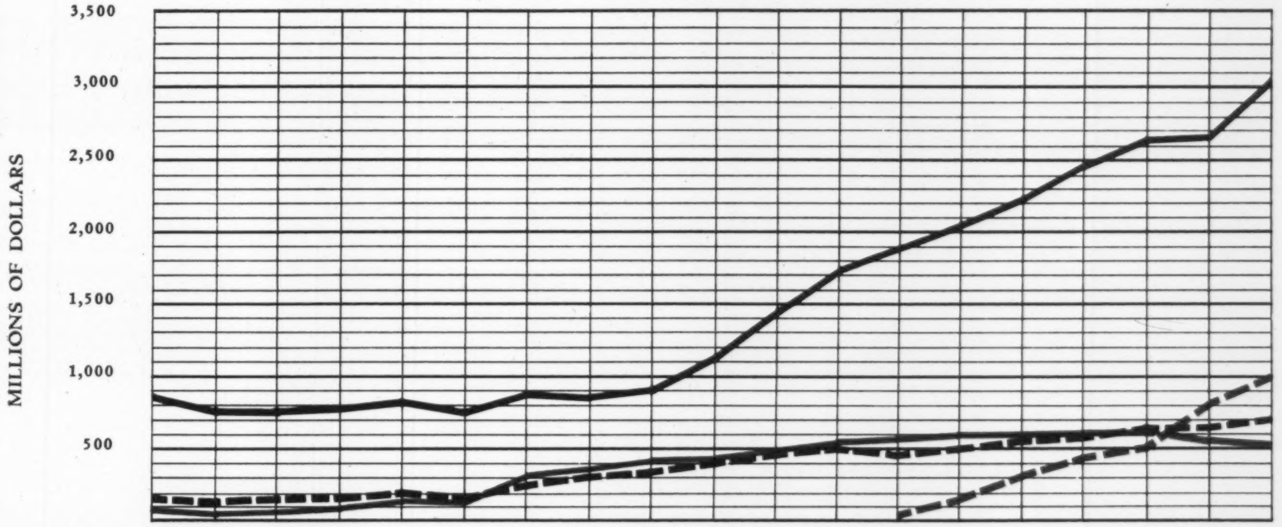
Figures for advertising so far used here pertain to advertising expenditures—all the money which advertisers spend in their numerous advertising efforts. Only a part of these funds, of course, reaches the media.

The tables on this page show the revenue taken in by radio and television from time sales through the years.

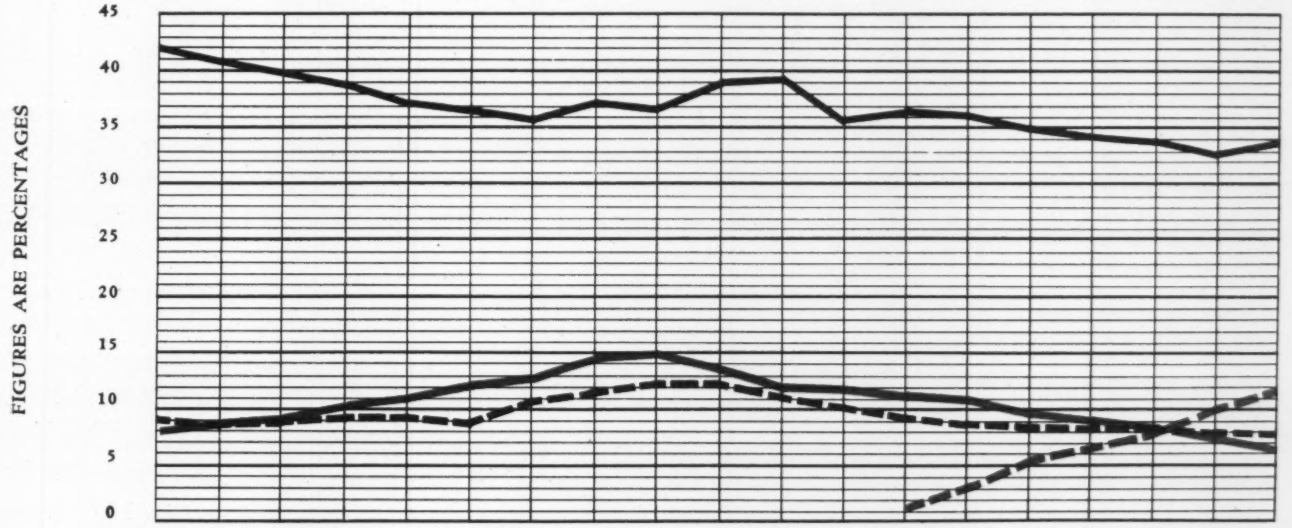
SOURCES: Total disposable personal income: Office of Business Economics of U. S. Dept. of Commerce. Advertising expenditures: McCann-Erickson and Printer's Ink magazine. Television and radio revenues from time sales: FCC and BROADCASTING • TELECASTING.



Total advertising expenditures are now outracing the expanding general economy after falling behind in war years when scarcity of goods decreased need for hard selling.



Dollar expenditures in four key media have been rising, except for radio which sagged in 1953-54-55 (but is expected to rise this year). In 1937-55 newspaper advertising rose from $872 million to more than $3 billion, magazines from $192 million to $723 million, radio from $165 million to peak of $624 million in 1952. Television zoomed from $58 million to $1 billion in seven years.



But despite rising dollar volume, newspaper, magazine and radio advertising trail total advertising rise. Curves in chart above trace percentages, year by year, of individual media compared to total advertising. In these terms, newspapers peaked in 1937, with 42.1% of total advertising, magazines in 1945-46 with 12.7%, radio in 1945 with 14.8%. Tv peaked last year with 11.1%, but obviously is headed higher.

'AND NOW A WORD FROM OUR SPONSOR'

In the 34 years since the first known broadcast commercial, radio and tv have sold everything from 'high grade' dwellings to 'mm-mmm good' soups by means of dramatic episodes, jingles, program integration, subtle wit and shrill exhortation—to name only a few.

AT 5 p.m. on Aug. 28, 1922, an announcer stepped to the microphone of WEAF New York and said:

"This afternoon the radio audience is to be addressed by Mr. [H. M.] Blackwell of the Queensborough Corp., who through arrangements made by the Griffin Radio Service Inc. will say a few words concerning Nathaniel Hawthorne and the desirability of fostering the helpful community spirit and the healthful, unconfined life that were Hawthorne's ideals."

Mr. Blackwell then came forward and talked for 10 minutes about the happy, healthful, unconfined advantages of Hawthorne Court, a group of "high-grade dwellings" in Jackson Heights, New York, where people "can enjoy all the latest conveniences and contrivances demanded by the housewife and yet have all of the outdoor life that the city dweller yearns for but has deludedly supposed could only be obtained through purchase of a house in the country."

In the spirit of Nathaniel Hawthorne, then 58 years dead, Mr. Blackwell exhorted the "city martyrs" to heed the "cry of the heart," a voice which he described as clamoring for "more living room, more chance to unfold, more opportunity to get near Mother Earth, to play, to romp, to plant and to dig.

"Let me enjoin upon you"—Mr. Blackwell now was warming to his task of really selling the Hawthorne Court apartments—"as you value your health and your hopes and your home happiness, get away from the solid masses of brick, where the meagre opening admitting a slant of sunlight is mockingly called a light shaft, and where people grow up starved for a run over a patch of grass and the sight of a tree."

Thus radio listeners in New York heard what is generally accepted as the first radio commercial. It is testimony to the innate appeal of the medium that the first was not also the last.

By way of contrast, a few months ago Campbell Soup Co. filled the western airwaves with a series of commercials, carried on an ABC regional network, that consisted in their entirety of phrases like: "Campbell soups are mm-mmm good."

These chronologically extreme examples are neither the long nor the short of the commercial, but side by side they point up the distance that the broadcast sales message has come. En route, it has taken many forms—dramatic episodes, jingles, program integration, subtle wit and shrill exhortation, to name a few—and when it got into television it became a complex thing whose production, once involving one man and a few dollars, enlisted scores of people, cost thousands of dollars.

Actually the Hawthorne Court apartments, of which Mr. Blackwell thought so highly and talked so long, were not the first products sold by radio.

Some seven years before that, in 1915, a young fellow named Arthur B. Church, whose name later became synonymous with KMBC Kansas City, helped build himself a business in radio parts and supplies by "advertising" them over his ham station 9WU in Lamoni, Iowa. And in 1919 Dr. Frank Conrad, on his experimental 8XK (later KDKA Pittsburgh), boosted the business of a friendly music store by giving it on-the-air credit in return for free records with which to program his station.

The Pre-emption

Sponsorships increased gradually after Queensborough Corp. paid WEAF $100 for its 10 minutes. On WEAF, A&P figured big—and, incidentally, was one of the first victims of the institution that later became known as The Pre-emption: On the night of Nov. 15, 1926, when NBC's inaugural program was presented, listeners to WEAF heard this announcement:

"Thanks are due the Great Atlantic & Pacific Tea Co. which regularly engages these facilities, between the hours of 9 and 10 p.m. on Monday evenings, for they have consented to withdraw tonight's program by the *A&P Gypsies* so that we may broadcast the special opening program of the National Broadcasting Co. . . ."

NBC's special opening program was presented without sponsorship, but the next night WEAF and a lineup of 13 stations carried a sponsored program of music from 8 to the odd closing time of 8:33, with opening and closing commercials as follows:

"These facilities are now engaged by the makers of Scott's Emulsion of Pure Norwegian Cod Liver Oil for the broadcasting of another *Vikings* program."

And:

"The Vikings come to you through the courtesy of Scott & Bowne, the makers of Scott's Emulsion of Pure Norwegian Cod Liver Oil."

The closing announcement also invited listeners to let the sponsor know what they thought about his program. "Each of you who write," the announcer said, obviously wanting to find out how many were listening, "will receive a copy of the *Viking Hand Atlas of the World.*"

The *Vikings* program was followed that night by a series of other sponsored programs utilizing assorted station lineups. Among the programs were the *Jolly Buckeye Bakers,* sponsored by Buckeye Malt Syrup; *Eveready Hour,* sponsored by National Carbon Co., and an account of the auction bridge games sponsored by U.S. Playing Card Co. Almost uniformly their commercials followed the "These facilities are now engaged by . . ." pattern.

The evidence of the Queensborough commercial to the contrary, commercials at the outset clearly were expected to be kept to a bare mention of sponsor and product. As far back as about 1923, when Browning, King & Co., New York—one of the first broacast advertisers—applied to AT&T for time on WEAF, a set of rules had been laid down by that station:

(1) Entertainment on sponsored programs had to be up to the standard set by the station for its sustaining programs; (2) the commercial must be kept, so far as reasonably possible, to the mention of the sponsor and product; (3) direct selling and price mentions were forbidden; (4) if the sponsor failed to conform to these rules, the station could cancel his advertising.

The commercials went a little further, however, in the first sponsored broadcast on CBS. That was an hour and five minute program—nothing seemed to come out even in those days—immediately following the CBS inaugural show on Sept. 18, 1927. The program consisted of music, jokes (?), and patter, with announcements by Maj. J. Andrew White, then president of CBS, and Harry C. Browne, who used the title of "judge," told Negro dialect stories, and helped out with the commercials.

After a few preliminaries, the opening commercial worked into this:

Judge: ". . . Well, then, I'm representing the Emerson Drug Co. of Baltimore, Md. I know you recollect that little blue bottle of Bromo Seltzer—well, that's one of the things we make. Am I permitted to say all this?

Major White: "You say it first and then ask me if you are permitted. Pretty wise old fox. Go on."

Judge: "No, I guess I told enough. Everybody knows Bromo Seltzer so well, we are already acquainted anyhow . . ."

A little later in the program came the

25 years ago Sol Taishoff wrote:

We make our bow

> **"Edmund Burke said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than them all."**
>
> **—Carlyle's *Heroes and Hero Worship***

AND now Radio! Who is there to gainsay its rightful status as the Fifth Estate? Powerful medium for the conveyance of intelligence and entertainment to the masses, Radio Broadcasting has come to take its place alongside "the Lords Spiritual, the Lords Temporal, the Commons and the Press" to whom the redoubtable Burke alluded in one of his unpublished flights of oratory.

Radio as the mouthpiece of all the other Estates occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their limited social circles, their sectional constituencies and their circulation areas.

But beyond all that, it brings new cheer, new intelligence, new light to the multitudes in providing all the many and diversified forms of education and entertainment that the human ear can convey to the mind. Soon sight will be added to radio's voice; when and how, it is too soon to say, but that it will the best minds of radio are agreed.

All this broadcasting does in this country while sustaining itself as an economic entity, without the direct aid or subsidy of government. It does all this, under the American scheme, while lending new stimulus to business by making available to business a new vocal medium of sales approach. It does all this, we believe, without encroaching upon, but rather in close cooperation with, the other realms of education, entertainment and business.

BROADCASTING makes its bow firm in its belief in the American system of radio. With all its youthful faults, Radio by the American Plan still expresses a certain genius of the American people—the genius of free enterprise.

It would be idle here to expatiate upon the blessings, the faults and the future hopes of radio. The columns of BROADCASTING will be devoted to the news of radio, particularly to bringing the various elements that make up this great art and industry to a greater awareness of another. BROADCASTING intends to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting.

To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated.

SOL TAISHOFF
Co-founder, Editor, Publisher
BROADCASTING

VOLUME 1, NO. 1 OCTOBER 15, 1931

85,000,000 WORDS LATER...

It is evident that these memorable words came from a man of vision. The high standards set forth in Sol Taishoff's first editorial pointed the young BROADCASTING magazine in the right direction. Twenty-five years and 85,000,000 words later these high standards have become promises fulfilled and a job well done.

Sol Taishoff envisioned high standards for the "Fifth Estate" as well as for his new publication. Just as B•T has ably served the broadcast industry through 25 growing years . . . so WTCN has, for the same quarter of a century, served the Upper Midwest.

At WTCN Radio and WTCN-TV we turn toward the years ahead with eagerness and enthusiasm to continue to "bring new cheer, new intelligence and new light to the multitudes."

WTCN Radio

1280 Kilocycles 5,000 watts

WTCN-TV

***Channel* 11 316,000 watts**

Affiliated with WFDF, Flint;
WOOD AM and TV, Grand Rapids;
WFBM AM and TV, Indianapolis.
Represented nationally by Katz Agency, Inc.

MINNEAPOLIS-ST. PAUL

"The Station of the Stars"

ABC Network

BOXTOPS AND BROADCASTING

THE use of premiums in radio and television advertising has become one of the commonest commercial techniques. Here's how the first network premium offer originated, as recounted by Duane Jones, agency veteran, in his book, Ads, Women and Boxtops, *which was condensed in a B • T series of articles in June, 1954:*

MR. JONES

THE first network radio application of a special premium technique to a nationally advertised package product occurred in 1933. Benton & Bowles offered a seed deal on the air in behalf of Colgate-Palmolive-Peet's Super-Suds.

As contact man on the account I had suggested the deal. To my knowledge, it was the first boxtop offer ever carried by a national radio network. And it was the first seed premium ever offered by air. Furthermore, it was the first campaign ever conceived as a fundamental package goods advertising technique. It was a stone for the corner of a new sales structure, a form of advertising not yet born. It presented an entirely new sales approach. Although no one knew it then, in time it would become one of 15 techniques used exclusively for package goods advertising. It would help to make millions of women habit-minded in their purchase of packaged foods, drugs and other commodities.

But when I suggested the idea to Bill Benton, co-founder and then head man of Benton & Bowles, and destined later to become one of Connecticut's august United States Senators, he told me it sounded like sheer madness—a diabolical form of financial suicide.

"Who ever heard of paying such a terrific sum for radio time just to give garden seeds to listeners?" he said. "Why, the whole thing is absurd!"

After much persuasion, however, he finally consented to take a chance, but from that moment I was painfully aware I was a marked man if it failed.

Having come from the West Coast, I was acutely conscious of the pulling power of the name, Hollywood. So I decided to commercialize this magic to the utmost. With that in mind, we announced the offer as a Hollywood garden, one with gorgeous flowers like those grown by the movie stars, available to all takers for only a dime and a Super-Suds boxtop.

We carried the deal nationally for ten days over NBC on a daytime serial, *"Clara, Lu 'n' Em,* and it drew more than 600,000 returns. Naturally this was sensational. It was both colossal and supercolossal.

"Well," I said to Benton, "we sold more than half a million packages of SuperSuds in ten days—an average of 60,000 a day. What's more, the prenium washed its own face—paid its own way." "Not bad," Benton grinned, "Not bad at all. I told you all the time it was a swell idea. I thought it was terrific right from the start."

---

chainbreak announcement:

"For those who are listening in and who may have tuned in late, this is the *Effervescent Hour* in charge of Judge Browne, representing the Emerson Drug Co. . . . The Columbia chain station to which you are listening will now identify itself . . ."

A few jokes and musical numbers later, time came for another sales message:

Judge: ". . . It seems to me, suh, that the folks out there who are listening may not know as well as we do the virtues of that dainty, delightful, appealing, exquisitely refreshing——"

Major: "Yes?"

Judge (laughs): ". . . fragrant, delectable, soda fountain drink, Ginger Mint Julep."

Major: "You are entitled to tell them what it is, sah."

Judge: "Tell them what Ginger Mint Julep is? There aren't words sufficient for expression, suh.

Major: "You were going along pretty well a moment ago."

Judge: "Why, I hadn't got started, Major. The only way you can ever know how good a Ginger Mint Julep is, is to try it."

Major: "And how do I rate that distinction?"

Judge: "It is my pleasure, suh, to extend to you this little hospitality, if you will accept the drink.

"Now, here it is, and if it doesn't remind you of putting your face into a fragrant bed of mint and sipping the nectar fit for the gods, suh—well, I know it will mean more than that to you. And while you are enjoying its cooling flavor, I shall endeavor to indicate the contrast by having a hot number played by the Ginger Mint Julepers. This number is known as 'Let Her Fizz'."

End of commercial, suh. For the closing, Major White said:

"That brings to a close the visit of Judge Browne and his friends from Baltimore, appearing very frankly in the interest of the Emerson Drug Co., which makes Bromo Seltzer and Aperio and Ginger Mint Julep, and we leave you with the refrain of the appropriate song of this old established concern—'There Is No Love Like the First Love'."

Apparently the commercials, or the program, or both, brought a pleasing reaction. The following week Judge Browne told his listeners that "we are gratefully conscious and appreciative of the many kindly comments made across the counters of soda fountains throughout America about Ginger Mint Julep and its delightful bouquet."

And right there Judge Browne and Emerson Drug got into what was to become a familiar broadcast habit: they announced a contest. "So," said Judge Browne, "the Emerson Drug Co. announces to the soda fountain dispensers a reward for mailing to them the best comments of whose whom they serve . . ." Pretty good rewards, too: $500 each month for the 10 best comments; $250 for the next 10; $150 for the third 10; and $100 for the fourth 10.

For the most part, the early commercials were practically carbon copies of the sponsors' print ads. For example, American Tobacco Co.—which later came up with such unforgettables as the chant of the tobacco auctioneer and "Sold American!", LS/MFT," "Be Happy, Go Lucky" and the Hit Parades of both radio and tv—in the early days put its print copy on the air virtually without change. This was about 1928, and the habit among major advertisers continued for several years.

Not until 1934, in fact, did an agency hire a copywriter to handle radio commercials exclusively. The agency was Young & Rubicam. The copywriter was Joseph A. Moran, now vice president of Y&R. In Mr. Moran's words, "when radio commercials were first written, they were written by the left hand of a right-handed copywriter."

But changes came, and the late 1920s and early 1930s brought a number of new developments — among them informality in handling the sales message, the dramatized commercial, the integrated commercial, the heresy of kidding the product.

Among the earliest dramatized commercials was one for Fels-Naptha soap which was heard about 1929. It was a long-winded story of a girl who won a handsome mansion by proving she was a good housekeeper. Her proof? She used Fels-Naptha, of course.

The integrated commercial was born, according to the best available vital statistics, in the mid-30s—about 1934-35—with Fred Allen, Ed Wynn, Jack Benny, Burns & Allen, and Phil Baker among the foremost practitioners of this new art form (also see Jack Benny interview, page 118). Many of these performers also found in this technique an unpassable opportunity to kid the commercial, which they did with considerable sales effectiveness. It was an approach that was developed into a way of life by Arthur Godfrey and other latter-day salesmen.

The early '30s saw the networks shake off one set of shackles which they had imposed on themselves from the beginning (but which many stations had disregarded in their own commercial operations). This was the ban on quoting prices on the air.

In July 1932 NBC withdrew its price-mention prohibition insofar as daytime hours were concerned (except on Sundays). Roy Witmer, NBC sales vice president at the time, explained that NBC felt prices would be interesting to housewives. First advertiser to take advantage of the new policy was A&P, then one of NBC's biggest accounts, which listed the prices of certain commodities on two morning programs.

Two months later both CBS and NBC lifted the ban—for nighttime as well as day. A&P again was first in line, carrying price mentions on the *A&P Gypsies* on NBC on Sept. 12, 1932. CBS' new policy became effective three days later, on Sept. 15. Both networks imposed limits on the number of

Savannah's No. I Station,* 27 Years Old This Month, Congratulates the Industry's No. I Publication for 25 Years of Excellent Service!

* *See Savannah's latest Pulse for Radio and TV*

WTOC AM - FM - TV

SAVANNAH

REPRESENTED NATIONALLY: AVERY-KNODEL

25th
CONGRATULATIONS
SOL

. . . and a low bow to the many GUYS and DOLLS of—

BROADCASTING-TELECASTING MAGAZINE

Few men in the broadcast industry have done more for our business than has Sol Taishoff, leader of a great team.

It's a real pleasure to say it . . . and to pay for saying it.

A tireless worker, yet with always a few minutes to spare for any of us, Sol has proven a powerful friend and a potent voice in broadcasting's behalf.

Few industries, if any, have a trade magazine to compare with the Taishoff team's handiwork, and we point to BROADCASTING-TELECASTING with justifiable and sincere pride.

Sol Taishoff has won marked success — and he well deserves it. We hope he and his guys and dolls have many, many more years of forward progress.

Rex Johnson
FOR

Established 1925 **WHBF**

31 YEARS IN RADIO — 6 YEARS IN TELEVISION

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

THE QUAD-CITY FAVORITE

Rock Island, Moline, East Moline, Illinois; Davenport, Iowa

price mentions permissible within 15-minute periods.

A mid-30s development that worked itself into a future was the transcribed spot announcement. Cecil Widdifield of Schwimmer & Scott Adv. has been credited with pointing out the commercial possibilities of the 20-second intervals between programs—and with selling the idea of the transcribed spot. Comedian George Givot ("The Greek Ambassador") was one of the first—if not *the* first—to be featured in a series of transcribed commercial announcements.

Pretty soon, transcribed commercials were being heard all over the U.S. In the 1940's a related phenomenon, the transcribed jingle, had become the rage—and to many, the bane—of radio. A storm developed, in which some stations banned all jingles. In 1944, WQXR New York imposed such a ban (and it still stands; a fortnight ago, Barney's clothing chain went to the expense, in order to get its commercial on WQXR, of having its "Calling All Men to Barney's" jingle arranged and recorded as an instrumental number to be played on WQXR without words).

Also in 1944, WWJ Detroit announced it was banning not only jingles but all transcribed announcements, effective the following Feb. 1. Harry Bannister, then manager of WWJ (now NBC station relations vice president), explained that the move was made to enable the station "to carry out its mandate of operating in the public interest. We believe that transcribed announcements have impaired the entertainment value of radio . . ."

Agencies were concerned by the move; meetings held at which alternatives to the WWJ ban were proposed and considered. But WWJ held fast, at least for the time being. WWJ representatives explain that the ban remained in force throughout the rest of World War II and on to about 1948, when it was dropped.

Singing commercials meanwhile were the subject of considerable research. Pulse Inc. reported on the basis of a study made in 1947 that, whatever their artistic value, they must have selling power: in each of five separate product categories, Pulse found, brands identified with singing commercials were remembered best.

The singing commercial that touched off the jingles wildfire was "Pepsi-Cola Hits the Spot," which hit radio about October 1939. But this was not the first.

Earl Gammons, former Washington vice president for CBS, now a consultant, has been credited with offering the first singing commercial on Christmas Eve, 1926. The

GEORGE WASHINGTON HILL: ECCENTRIC GENIUS

BY FAR the most controversial figure ever to explode upon the modern advertising scene was a rotund authoritarian who was named George Washington Hill. Mr. Hill is the man who used radio to sloganize Lucky Strike into the top-selling cigarette for 12 of his 21 years as head of American Tobacco Co., according to company figures.

Mr. Hill wore his hat indoors, but he still had a way with women. He added American womanhood to the cigarette market almost single-handedly shortly after he succeeded his father as president of American Tobacco in 1925. Aware that the ladies restrained themselves from the "vice" of tobacco only because they thought it wasn't ladylike, Mr. Hill set out to tell them, by advertising, that that idea was a myth.

In 1928, he entered network radio to introduce the now-classic slogan, "Reach for a Lucky instead of a sweet!" When the figure-conscious ladies responded by the thousands and the candy companies started revolting against this tack, the Federal Trade Commission warned Mr. Hill to desist. Mr. Hill thereupon began telling his new-found customers to "Reach for a Lucky instead!" By 1931 Lucky Strike was leading the cigarette pack.

In the depression years of the Thirties, when most people felt they were wallowing in luxury to have a radio in the parlor, Mr. Hill had one in every room of his house. Here he liked to listen to his slogans on the *Lucky Strike Radio Hour,* forerunner of Luckies' *Your Hit Parade,* and the radio advertising of his competitors.

Mr. Hill's career as a radio impresario included the Metropolitan Opera, *Hit Parade,* Ben Bernie, Kay Kyser, Eddie Duchin, Jack Benny, Phil Harris, Wayne King, *Information Please* and columnist Dorothy Thompson. He liked his radio music loud and syncopated, with a minimum of "arranging." According to a sketch of his career in the book, *Sold American!* distributed by American Tobacco Co., Mr. Hill "insisted the tunes be played just as people ordinarily heard them, feeling that the familiar context would help his commercials get across."

A trademark of the Lucky Strike programs was the "chant of the tobacco auctioneer." Mr. Hill paid two tobacco auctioneers $25,000 each a year to sound their nasal pitches which always concluded with the familiar "Sold American!" Radio, claims the biography, is the "one-word reason" why Lucky Strike was able to cut its number of salesmen in half while continuing to boost its sales.

As a "one-man" advertising agency, Mr. Hill was the undisputed boss of American Tobacco's promotion, and although he had a corps of executives around him, their manliest efforts seem to have been used in restraining him until some of his more wild-eyed advertising schemes had cooled.

When World War II came, Mr. Hill was informed in 1942 that the gold panels and the green background on the Lucky Strike package would have to go because the gold panels were made from copper and the green from chromium, both metals critical to the war effort. The Hill biography describes how Mr. Hill was told by an executive that "just like the soldiers, green ink has gone to war." The narrative continues:

"Hill's palm hit his glass-topped desk like a thunder-clap. For the next few days he pondered over the verbal possibilities, and 'Lucky Strike Green Has Gone to War' was the result."

The slogan was used only on the radio and on Luckies cartons and repeated over and over again, sometimes with no other identification. The slogan campaign broke very close to the North African invasion of 1942 and in six weeks sales of Luckies had jumped 38%. Besides that, American adds, enough copper was saved in a year to provide bronze for 400 light tanks.

Despite Mr. Hill's large purchases in radio, a *Saturday Evening Post* survey in 1945 showed that Lucky Strike in ten years had spent a total of $55.5 million in advertising, to sell 436.1 billion cigarettes, while its two main rivals spent $85.9 million and $84.2 million to sell 817.6 billion units between them. Thus, Lucky Strike's "traceable ad costs" were 12.7 cents per thousand cigarettes as against 20.8 cents per thousand for the two major competitors.

While some of Mr. Hill's slogans went awry and failed to sell Luckies and many others were eased out of ad campaigns by more conservative subordinates, one of his slogans, originated in 1942 and its initials used widely on radio as a teaser with no further identification, won full approval from Vincent Riggio, who succeeded Mr. Hill as president upon the latter's death in 1946. This was "L.S./M.F.T." (Lucky Strike Means Fine Tobacco). Mr. Riggio assured Mr. Hill he thought these words would last longer than any other ad the company had coined.

American's narrative of the discussion ends this way "In his own broad pen-strokes Hill wrote out the initials and ordered them printed on the bottom of the white Lucky pack. They are still there, just as he wrote them."

station was WCCO Minneapolis, where he was then commercial manager. The product was Wheaties. And the commercial, sung by a male quartet, went so:

"Have you tried Wheaties?
"They're whole wheat with all of the bran.
"Won't you try Wheaties?
"For wheat is the best food of man."

From then till now there have been more jingles than man can count, much less sing. One of the hardiest, dating from the early 1930's is Jello's choral "J-E-L-L-O." Others among a vast lot of especially noted ones are "Duz does everything"; Adler elevator shoes' "You can be taller than she is"; Chesterfield cigarettes' "Sound off — for Chesterfield!"; Gillette's chimes and "Look sharp—be sharp!"; Luckie's "Be Happy, Go Lucky"; Arrid's "Don't be half-safe"; Halo shampoo's "Halo Shampoo Halo"; Pepsodent's "You'll Wonder Where the Yellow Went."

But the ring-tailed wow that led the parade was Pepsi-Cola's. This was a product of the team of Allen Kent and Ginger Johnson (Herbert Austen Croom-Johnson), who had met at NBC and, about 1935, turned out a series of Mother Goose parodies that they sold to a bread sponsor.

Edgar Kobak, who now is a business consultant and station owner and then was with the Lord & Thomas agency but preparing to return to the old Blue Network, was one of a small group who, in 1939, encouraged Kent-Johnson to apply their talents to the writing of a jingle that would sell a 12-ounce bottle of cola for five cents. The result, using a frisky adaptation of the English hunting song, "John Peel," is reprinted here for the benefit of the very young, the older deaf, and the extremely short-memoried:

"Pepsi-Cola hits the spot.
"Twelve full ounces, that's a lot.
"Twice as much for a nickel too.
"Pepsi-Cola is the drink for you!
"Nickel, nickel, nickel, nickel.
"Trickle, trickle, trickle, trickle.
"Nickle, nickle, nickle, nickle . . ."

Pepsi-Cola not only liked the song but acquired the copyright as well, which it still holds.

Another unforgettable one, often credited with turning a tide of public resentment that was by then running against the singing commercial, was a ditty that BBDO brought out about 1944 featuring "Chiquita Banana" and making the point that refrigerators and bananas are not compatible. "Chiquita" won critical as well as public acclaim—and, given new lyrics containing dietary advice, received acclaim also from the radio head of the U.S. Dept. of Agriculture, from the head of Famine Emergency Committee, and from other officials for its work in combatting the postwar famine in the world.

Meanwhile, the commercial had been introduced to tv.

The first authorized tv commercials appeared July 1, 1941, and were on WNBT (now WRCA-TV) New York, the only television station that was then ready for business with both a commercial license and a rate card. There were five.

(1) Bulova Watch Co. opened and closed WNBT's transmissions that day with a visual adaptation of its long-familiar radio time signal—and promptly signed up for daily tv time signals for 13 weeks.

(2) Sun Oil Co. sponsored a television version of Lowell Thomas' radio newscast over the Blue Network. For the cameras, announcer Hugh James read the commercials from a desk piled high with cans of Sun oil.

(3) Lever Bros. put on a special version of *Uncle Jim's Question Bee,* one of its radio shows. "Aunt Jennie," star of another Lever radio series, did the commercials. Among other things, she opened a can of Spry and displayed its contents to viewers, and later cut and served a Spry-made cake to the cast and contestants.

(4) Procter & Gamble sponsored an adaptation of its *Truth or Consequences* radio series, in behalf of Ivory soap. In addition to the familiar "red hands" story for the viewers, contestants were given large cakes of Ivory whose labels were clearly visible to the home audiences.

(5) The Missouri Pacific Lines put on a half-hour travel film.

In the 15 years since then, tv commercials have in many ways followed the evolutionary pattern of commercials in radio, developing through trial and error, constant experimentation—and, by comparison with radio, almost staggering expense. Despite the comparative complexity of television, however, several parallels might be drawn between the development of the sales message in the two media. It is to be doubted, however, that television has yet produced the equal of a singing commercial that is said to have been carried on a Canadian radio station:

"Dignity, peace, and more for your dollar
"At Coopersmith's Funeral Parlor."

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

representing
RADIO
representing
TELEVISION

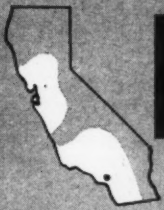
BRANHAM

11 OFFICES
FROM COAST
TO COAST. . . . .

national advertising representatives

Two powerful voices of Western radio

KMPC KSFO



710 kc LOS ANGELES **560 kc SAN FRANCISCO**

Salute the powerful voice of All radio

Broadcasting - Telecasting

SOL TAISHOFF and STAFF

Congratulations

on their 25th Anniversary!

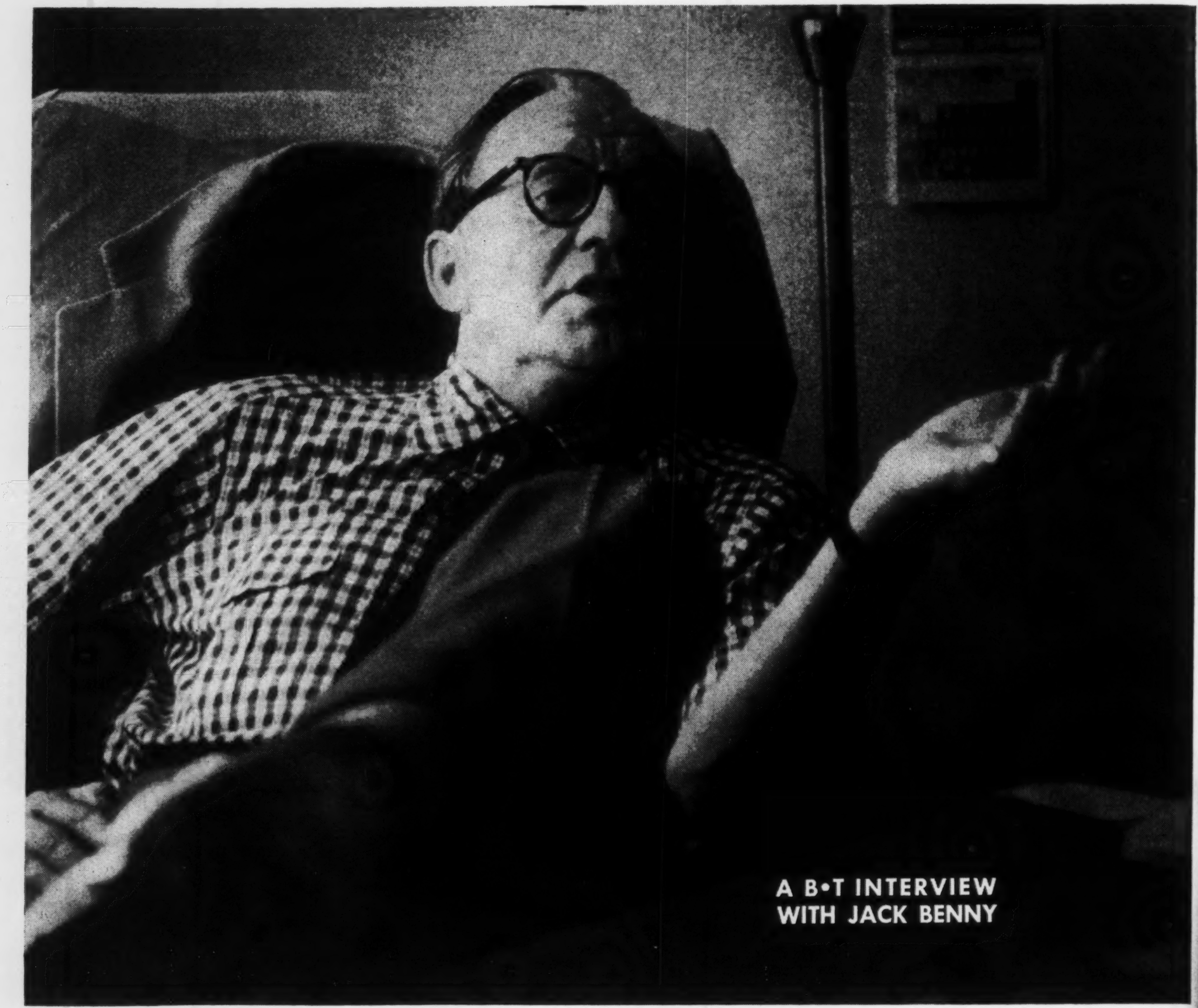
★ For 25 years KMPC, KSFO and their management have watched BROADCASTING grow in influence and size in the field of Radio. Under the guiding hand of Sol Taishoff and his loyal staff all these years, BROADCASTING quickly became — and has always remained — the outspoken advocate of every important improvement in broadcasting. Sol and the magazine he co-founded and still heads have helped us, as they have helped broadcasters throughout the U.S. We know today we render a better service to our communities because of Sol Taishoff and BROADCASTING. May you both celebrate a glorious *50th* Anniversary, and may we be around to share the fun!

GOLDEN WEST BROADCASTERS

Los Angeles **KMPC · KSFO** *San Francisco*

Gene Autry, Chairman, Board of Directors • Robert O. Reynolds, President

National Representatives: KMPC, AM Radio Sales - KSFO, Headley-Reed Co.



A B•T INTERVIEW
WITH JACK BENNY

STARS SHINE BEST WHEN POLISHED

NO PERFORMER in broadcasting has kept at or near the top as consistently or long as Jack Benny. Here, in this recorded interview with B•T's Associate Editor Larry Christopher, Mr. Benny explains how he has kept his star shining for nearly 25 years.

Q: **Jack, since you have sustained about the longest run on radio and television of a single personality during the past quarter of a century, your impressions are of special significance to the broadcasting profession at this time. For instance, how did you happen to decide to leave radio and devote full time to television?**

A: I didn't have to decide. Television decided that for you. Tv and sponsors. There's no such a thing as making a decision there. You go where you have to go.

Q: The decision is not up to the entertainer?

A: No. Not at all. I don't care how good your radio program is at the moment, if you have to make a transition to television and if you don't make a good one, it certainly isn't good for the star.

Q: What are the problems for the star in making the transition?

A: Some people might be very, very good in radio and not make it in television because maybe before radio they haven't had real show business experience. On the stage. You see, television brings you back on the stage. I fortunately have had many, many years of experience on the stage, including vaudeville. Now, on the stage I used to do practically what Ed Sullivan does today except he goes for it pretty straight and I go for comedy. If I had started years ago and done that type of show, that would have been the type of show I would be doing today. Now that would have been easy for me to do—a weekly show as an m.c. As long as I knew the acts that were coming in I could prepare for it and also do some work with them. Outside of that, on my first year I sort of had to feel my way around and it seemed that the oftener I did them the better the shows were because I got into the groove like I did on radio.

Q: You're on your seventh year in tv on CBS-TV and with greater frequency than before, are you not?

A: For the last three years it's been every other week. Before that, once a month. Before that, once every six weeks. Before that, six a year and before that four a year. The fewer you do the tougher they are.

Q: The frequency keeps you sharper?

A: Not only keeps you sharper but you don't feel the responsibility that you have when you only go on four times.

Q: Did you feel a more significant responsibility?

A: Yes. If you only go on four times then every show has to be a knockout. This way, the way I go on now, if every show isn't great it doesn't make that much difference. I try to keep them great. Or let me say, I try to keep them from being lousy!

Q: **Do you feel television is draining on your creative capacity much more than radio, the movies or vaudeville did?**

A: I think it's a big drain on people. I must say fortunately it's been a little easier for me because of the build-up of the character-

On October 15, 1931, a young man in Washington, D. C., eagerly thumbed through the 32 pages of a dream come true . . . the first issue of a new magazine, destined to serve, and grow with, the young industry of Broadcasting. As Sol Taishoff read the copy—most of which he had written himself—his dream leaped ahead, and he visualized a publication which should grow in importance and value as the industry grew.

Two years earlier . . . September 16, 1929, in Covington, Ky., another young man pushed a switch which put into operation *his* dream . . . a 5,000 watt radio station. L. B. Wilson, like Sol Taishoff, was a practical dreamer, and he, too, visualized the growth and importance of *his* dream during the years to come, when his station would be one of the nation's most important.

The L.B. WILSON STATION

WCKY

CINCINNATI . . OHIO . .

Today . . . as Sol Taishoff, his staff, and his magazine celebrate its Silver Anniversary, Mr. Taishoff looks back on 25 years of constant growth and increasing importance to the industry it serves, of a great trade publication—The Bible of The Broadcasting Industry. It is the realization of his dream.

And during its 27 years—the growth of WCKY has paralleled that of Broadcasting Magazine. From a 5,000 watt station sharing time with three others—WCKY today, with 50,000 watts, is as powerful as any radio station in the United States. With a selling impact covering much of the nation, WCKY's position in the field is unchallenged. And although he isn't here to share it, L. B. Wilson's dream, too, is a reality.

WCKY has always recognized BROADCASTING • TELECASTING's Advertising value, too—

THE
L.B.Wilson
STATION

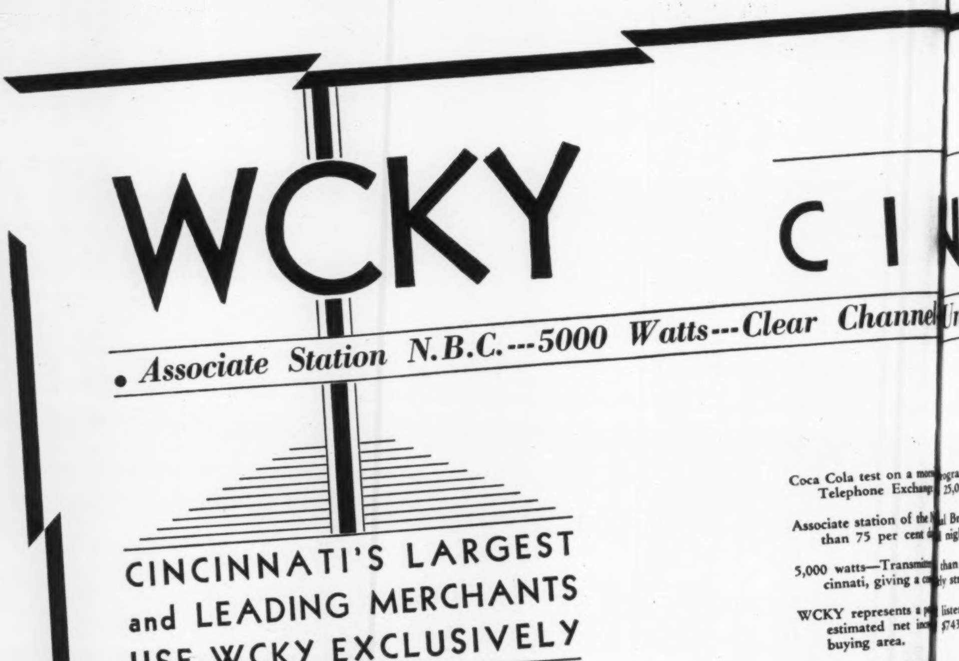
WCKY

CINCINNATI
OHIO

WCKY's First Advertisement —

BROADCASTING • TELECASTING's **First regular double page ad**

February 15, 1933



WCKY

C I N

• *Associate Station N.B.C.---5000 Watts---Clear Channel*

CINCINNATI'S LARGEST and LEADING MERCHANTS USE WCKY EXCLUSIVELY

IN CINCINNATI IT'S THE ENQUIRER, TIMES-STAR AND THE POST FOR READERS---BUT WCKY FOR LISTENERS!

OWNED AND OPERATED BY
L. B. WILSON
INCORPORATED

Coca Cola test on a mon
Telephone Exchang 25,0

Associate station of the
than 75 per cent nig

5,000 watts—Transmi than
cinnati, giving a c ly st

WCKY represents a listen
estimated net in $743
buying area.

H. & S. Pogue— Care
Drug Stores and other

If

BROADCASTING • *February 15, 193*

Page 16

—and WCKY has been in every issue sin

Our Most Sincere Congratulations to

NEW
Tom W
Eastern
53 E.
Phone:

WCKY . . . ON THE AIR EVERYWHERE • TWENTY-F e ad

—The Voice of—

NCINNATI

nnel Unlimited Time, No Less Than 17 Hours Daily •

...FACTS...

n a mon gram completely paralyzed Cincinnati
Exchange 25,000 calls. Result: 3 yr. contract.

n of the al Broadcasting Company. Carry more
r cent night chain programs.

ransmitt than six miles from the heart of Cin-
ving a c ly strong signal assuring clear reception.

ents a p listening audience of 2,326,500 with an
net inc $743,659,000.00 within its concentrated
rea.

gue—Ma Carew—Shillito's—RKO Theatres—King
ores and others are getting results from WCKY.

Most of the nation's great corporations are selling their products through WCKY—Lambert Pharmacal Co.—Pepsodent Co.—Maxwell House Coffee—Nestle Chocolateers—Bayer Aspirin Co.—Palmolive and Super Suds—Tastyeast Company—The Clicquot Club Company—Blue Ribbon Malt—Campana Corporation—Hinds Honey and Almond Cream—Sealed Power Corporation—R. L. Watkins Company—Atlantic and Pacific Tea Company—Ovaltine Company—Kraft Cheese Company—Westinghouse Electric Corporation—Louis Phillippe—Reid Murdock—Fleischmann Yeast Company.

21 years of *executive* experience in banking and business *manages* WCKY. 15 years of editing and dramatic criticism on metropolitan dailies heads its *continuity staff*. 23 years of show business experience *produces its programs*.

f you are using WCKY, it is no secret!"

TRATED BUYING AREA
IO

Page 17

15, 193 February 15, 1933 • BROADCASTING

THE
L. B. Wilson
STATION

WCKY

CINCINNATI
OHIO

sue since the first ad in February, 1933!

ns to B•T on its Silver Anniversary!

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

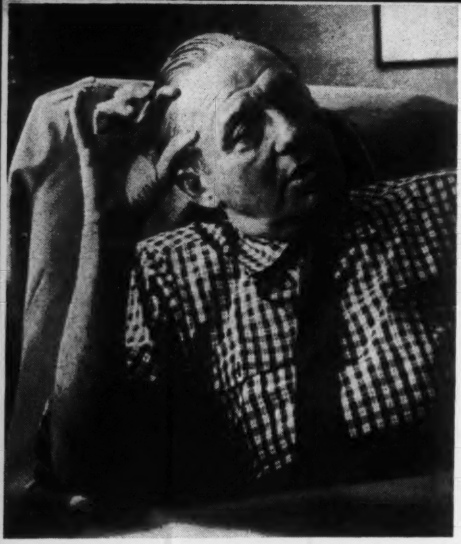
CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

TY-FOUR HOURS A DAY ● SEVEN DAYS A WEEK



The fewer shows you do the harder they are.

ization over a period of years. This gives the writers something to hang on to. So that even though every program is different, it has something to do with my character and it isn't quite as tough to write. By that I mean you don't have to start off and say "let's write a show" like you do with some comedians who are fine and great comedians but haven't established characterizations. So when you start to write for them, you have to write a great show from the start that maybe has nothing to do with the fellow's character particularly.

Q: The impact of radio reaching such a mass audience, and later television adding its visual impact, these have been a vital factor in establishing this characterization, have they not?

A: Of course. It's the whole thing.

Q: You mentioned Ed Sullivan. Didn't you make your first radio appearance on his NBC show in 1932?

A: Yes, that's right. That's where they first heard me.

Q: How did it happen?

A: I had known Ed Sullivan for a long time and he asked me to be a guest on his radio show. At that time I was doing shows in New York in vaudeville. Vaudeville was beginning to die.

Q: Did you make a free appearance or for pay?

A: I don't recall. But the agency for Canada Dry ginger ale heard me and called me and gave me a job. We went on then for 39 weeks.

Q: What was your first reaction to this new medium after so many years on the stage?

A: Well, the reaction was a little bit frightening because in vaudeville you had one show and that was it. You changed it whenever you felt like it. And in this, when you realized that every week you needed a new show, this got a little bit frightening. But you storm through it some way because everybody is in that same spot.

Q: As a talent personality, what was it like to find yourself looking to a sponsor instead of a box office? Did you meet the Canada Dry people?

A: Oh sure. But I don't recall our first meeting. All I recall is leaving the stage show. You see, I was always looking ahead for something. Sometimes I left good jobs. I didn't have much money in those days. I was making good money, but I used to spend it all. But I always looked ahead. And I said, "If this is the new medium, then I must get into it." So I left the stage show, Earl Carroll's Vanities. I asked for my release from a show for which I was getting $1,500 a week. This was a lot of money in those days. And I left to *try* and get into radio. I didn't even have a job. I turned down $1,500 a week and didn't have a job. My wife agreed with me that I was doing the right thing. As a matter of fact, she sort of encouraged it. She said if it's the thing to do to get into radio, then get into it. Don't worry, she said, they'll find you someplace.

Q: Was radio inevitable in your mind?

A: There is probably no doubt even had I finished the season I would have gotten into radio sometime. But I realized while I was with the show that names we had never heard of before had become more popular around the country than we who had been in show business all of our lives. Some of these people had no background of show business. It was just the fact they were hitting the whole country all at once. So I thought, well, if these people are in it without any great backgrounds and have a bigger reputation than any of us around the country who have worked in show business all of our lives, this is the business to get into . . . And the only reason I got a release from the Vanities is because they were going back to the small cities after leaving New York and Earl Carroll at that time probably was very happy to lose me at $1,500.

Q: Who were some of the people who helped you develop your early radio shows?

A: The first writer I had was a fellow called Harry Conn. A very, very good writer. I had one writer only.

Q: Was Harry Conn responsible for developing some of your original characteristics so well known as your program personality?

A: Well, I would say this. That a writer falls into your characterizations because even in vaudeville I had some of these traits. But they were developed more in radio.

Q: You are known as the man who made a success of integrating the commercial into the format.

A: That's right. Well, I'll tell you a story about that. The first few weeks that we did it in a satirical way on the Canada Dry show the sponsor didn't like it and wanted us to stop it.

Q: Was that the nickel back on the bottle gag?

A: That's right. We did a lot of satires on the commercials.

Q: What was the first notice of the sponsor not liking it?

A: The sponsor wanted us to go back to the straight commercial, but the agency liked it and the agency said "they haven't had time to prove whether this is a good way to do it." So they allowed us another two or three weeks. And in the next two or three weeks the mail kept coming in so much to the sponsor that they liked this kind of advertising that they finally let us alone and let us do it. That is the only way that I would ever do it. Unless I had certain shows where it can't be integrated.

Q: With radio's impact on this new mass audience, you also soon learned you could develop star personalities quickly, new names like your wife Mary, singers Frank Parker, Kenny Baker, Dennis Day, Rochester and Schlepperman and Mr. Kitzel.

A: That's right. They had to have a certain amount of talent right away. They had no chance to develop it any place.

Q: The medium gave them the opportunity . . .

A: Yes, but the medium didn't give them the opportunity to improve themselves. Not like vaudeville where they would play certain towns, if they were bad in one town that was the only town that would know it and then they could go on to another town and improve. You know, I could have been bad in South Bend or Lafayette and by the time I got to Chicago a few weeks later I might have been a little bit better. But on radio, everybody had to be good right away and it's even more so on television.

Q: You had an experience of that in television last year when Leigh Snowden walked across the stage in San Diego.

A: She just walked across the stage. We've had some people who have been developed, but then most of them have to have some talent themselves. There's no question, you can't develop an untalented person. You might develop them for about 10 minutes, but I don't think that you can do anything with them if they haven't got talent.

Q: What do you do to help sustain talent and creative capacity? The demand is tremendous, isn't it?

A: We don't do anything. We just go along as we are. We make no effort to try to be exceptionally good and we don't try to make an effort to top any former show. We try to be good. If we had a great show last week, that doesn't mean that the next one we have to knock our brains out. As a result, the next one can be better because we haven't done that. We never did that on radio. Oh, sometimes I do a show with the Ronald Colmans. People say, "are you going to top it?" Well, I say, we're not even going to try. We just have a show. You may like this one without the Colmans better this particular week.

Q: You can't please everyone all the time.

A: That's right. And people aren't interested in that as much as whether they like you and your cast as personalities.

Q: The feeling of friendship and identification?

A: Absolutely. We always try to have good shows, but we don't knock ourselves out.

Q: One thing that has always distinguished your program in radio and now tv is the precision-like attitude given to each detail in its planning and follow through.

A: Editing. I think editing is the most important thing in all show business. I think editing is the most important thing in anything you

IN SAINT LOUIS

they turn to ...

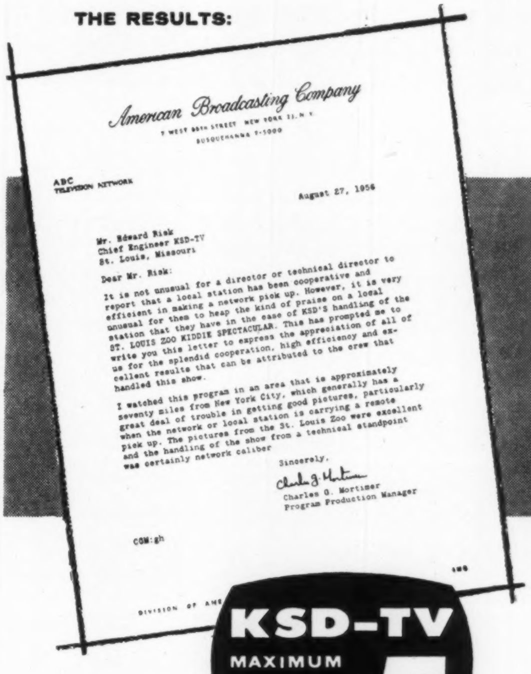
KSD-TV

The viewers turn to KSD-TV for the special, the spectacular and the best. So KSD-TV with its 10 years of experience in television, was selected to televise the 90-minute remote "Spectacular" from the world-famous St. Louis Zoo to a 74-station network. Involved were 8 cameras (one on a special fork-lift truck), a mile of camera cable, an air conditioned, studio-equipped truck trailer, a microwave tower, and a staff of 32 men.

KSD-TV
KSD-TV
Television

KSD
ST. LOUIS
KSD-TV
Television

THE RESULTS:



American Broadcasting Company
7 WEST 66TH STREET NEW YORK 23, N. Y.
SUSQUEHANNA 7-5000

ABC
TELEVISION NETWORK

August 27, 1956

Mr. Edward Risk
Chief Engineer KSD-TV
St. Louis, Missouri

Dear Mr. Risk:

It is not unusual for a director or technical director to report that a local station has been cooperative and efficient in making a network pick up. However, it is very unusual for them to heap the kind of praise on a local station that they have in the case of KSD'S handling of the ST. LOUIS ZOO KIDDIE SPECTACULAR. This has prompted me to write you this letter to express the appreciation of all of us for the splendid cooperation, high efficiency and excellent results that can be attributed to the crew that handled this show.

I watched this program in an area that is approximately seventy miles from New York City, which generally has a great deal of trouble in getting good pictures, particularly when the network or local station is carrying a remote pick up. The pictures from the St. Louis Zoo were excellent and the handling of the show from a technical standpoint was certainly network caliber

Sincerely,

Charles G. Mortimer

Charles G. Mortimer
Program Production Manager

CGM:gh

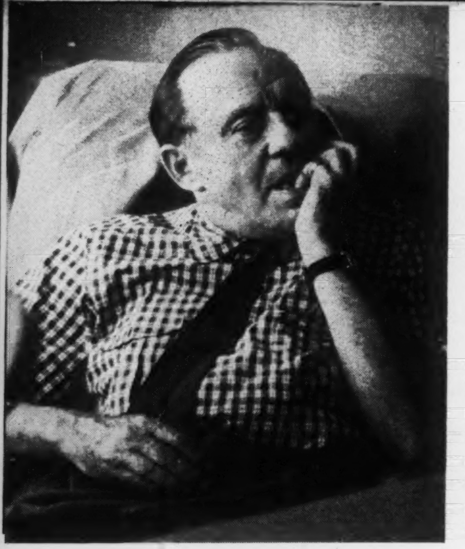
DIVISION OF AM

KSD-TV
CLARK
KSD-TV
5

KSD-TV
MAXIMUM POWER
channel **5**

NBC SPOT SALES

THE SAINT LOUIS POST-DISPATCH STATION



I'd rather get a laugh . . . that I paid for.

do, whether you're making a speech, in politics, I don't care where you are. There isn't a first show that we write that would be good enough to go on. Editing is the most important thing that we do.

Q: After editing, what factors do you consider most important?

A: Well before editing there is something even before editing. Having good, likeable people, good personalities that the audience likes. There are these things. Then, after you get them, good writers, I'm saying after you get all this together, then comes editing.

Q: You stick pretty close to script after this final editing, don't you?

A: We take advantage of the situation for ad libs, but I don't think ad lib comedy is nearly as good as what you write. I would much prefer to get a laugh on what I've worked on all week and what I've paid a lot of money for than to get a laugh on something I might say in the middle of a program when something happens. However, if something happens in the middle of a program, then I think you should take advantage of it. When you've paid for it you don't want to drop it. I'd like to see some show go on and not write anything and ad lib it and see how far they would get. I don't think Will Rogers could have done that, or Mayor Walker, who was probably the greatest ad lib speaker in the world.

Q: Another aspect of this, touching on your current tv show, you do both live and film programs. Do you have a preference?

A: I like doing live shows. I like the intimacy of a live show, but it all depends on what type of a show it is. I'm getting a little more intimacy in the films now that I've made a few. At first it was a bit difficult.

Q: What is your technique of intimacy?

A: I'm talking about walking out and really addressing an audience instead of a camera.

Q: Is that difficult for an entertainer?

A: I think it is. Some people do it very well, like George Burns, who's had this experience for so many years. But of course, when we do a live show we do it a little differently than most of them. We don't have any cameras on the stage at all. Our cameras are in the back of the audience. So when I say intimate, I mean intimate. We're as close to an audience as we can get and they just sit and watch us as though you were watching a play at the Biltmore Theatre.

Q: What are the steps leading up to your show, its conception and planning. For instance, take your kickoff show on CBS-TV for Lucky Strike.

A: We just try and see what would make a good opening show. What's a good idea for an opening show. How would you open a season? I was going to New York after this first show to give a concert at Carnegie Hall for charity October 2. So we figured a good opening would be something that had to do with Carnegie Hall, with my going, with my preparing for it, you see. So we wrote along these lines.

Q: Your writing team has been with you a long time, hasn't it?

A: Sam Perrin and George Balzer have been with me, I think, going on 14 years and Al Gordon and Hal Goldman about eight years. We sit down here in my office in Beverly Hills and we knock off the idea. Some agree and some disagree on some of the different points. When we get to the point where we all agree, then, we discuss the steps of the show. How we should open. They then go away and they write it and then bring it back and we edit it. We go over it very carefully. Next we have our first reading here or at CBS and then I edit it again.

Q: Who is your producer and director.

A: Ralph Levy is director and executive producer and Hillard Marks is producer. We usually rehearse Friday, Saturday and Sunday and do the show Sunday.

Q: Getting back to your early radio show, after the intial 39 weeks for Canada Dry, where did the sponsorship go?

A: It went to General Tire, but just for about six months. It was a summer product. Next we switched to General Foods and six delicious flavors of Jello for many, many years.

Q: By 1940, it seems, the demand for Jello had been so built up by your program that there wasn't enough product to go around and the sponsor was required to put on another product. Isn't that true?

A: I think that finally the last couple of years they switched to Grape Nut Flakes. When we first took over for Jello, the product wasn't selling.

Q: Do you recall when the sponsor first expressed approval at the way radio was moving Jello off the dealer's shelf?

A: It took about the first season for them to realize that the product now was becoming very, very important.

Q: How long did you stay with General Foods?

A: About 10 years. It was in 1944 when I switched to Lucky Strike because I was in the South Pacific in '44 and when I came back I went with them.

Q: Why did you cancel your association with General Foods?

A: I just wanted to switch. I thought I should go with another product.

Q: About 1940-41, you had achieved a very unique thing with respect to your Sunday night 7 p.m. spot on NBC. You became the only personality in radio to control his own time period.

A: That's right. NBC gave me the time and as long as I was staying on it I could have the 7 o'clock period. Any sponsor who got me got that time.

Q: What were the steps leading up to this unique contract with NBC?

A: It came up because I had an opportunity to leave them. No. I'll tell you how it came up. I was going to leave General Foods the year before. That would have been 1940. I intended to leave my present sponsor and go with somebody else and my present sponsor wanted to keep the time whether I left him or not. So NBC came along and said if you will stick with General Foods this time we'll see that you'll always have 7 o'clock Sunday as your time. So I renewed with General Foods.

Q: Did Niles Trammell negotiate this for NBC?

A: Yes. But this was not contractual. This was merely a letter.

Q: When you dropped General Foods, how did you happen to sign with American Tobacco Co.?

SO, ON TO LUCKY STRIKE

A: There were five different companies that went after whatever deal we wanted. I don't recall at this time. The two of them we were trying to decide on were Campbell Soup Co. and American Tobacco and I finally picked Lucky Strike because of a man in the agency that I happened to know who represented Lucky Strike at that time, he sort of brought me over that way.

Q: Who was this person?

A: Don Stauffer.

Q: That was Sullivan, Stauffer, Colwell & Bayles then?

A: I believe so.

Q: Did you think this personal relationship was important for the best development of the show?

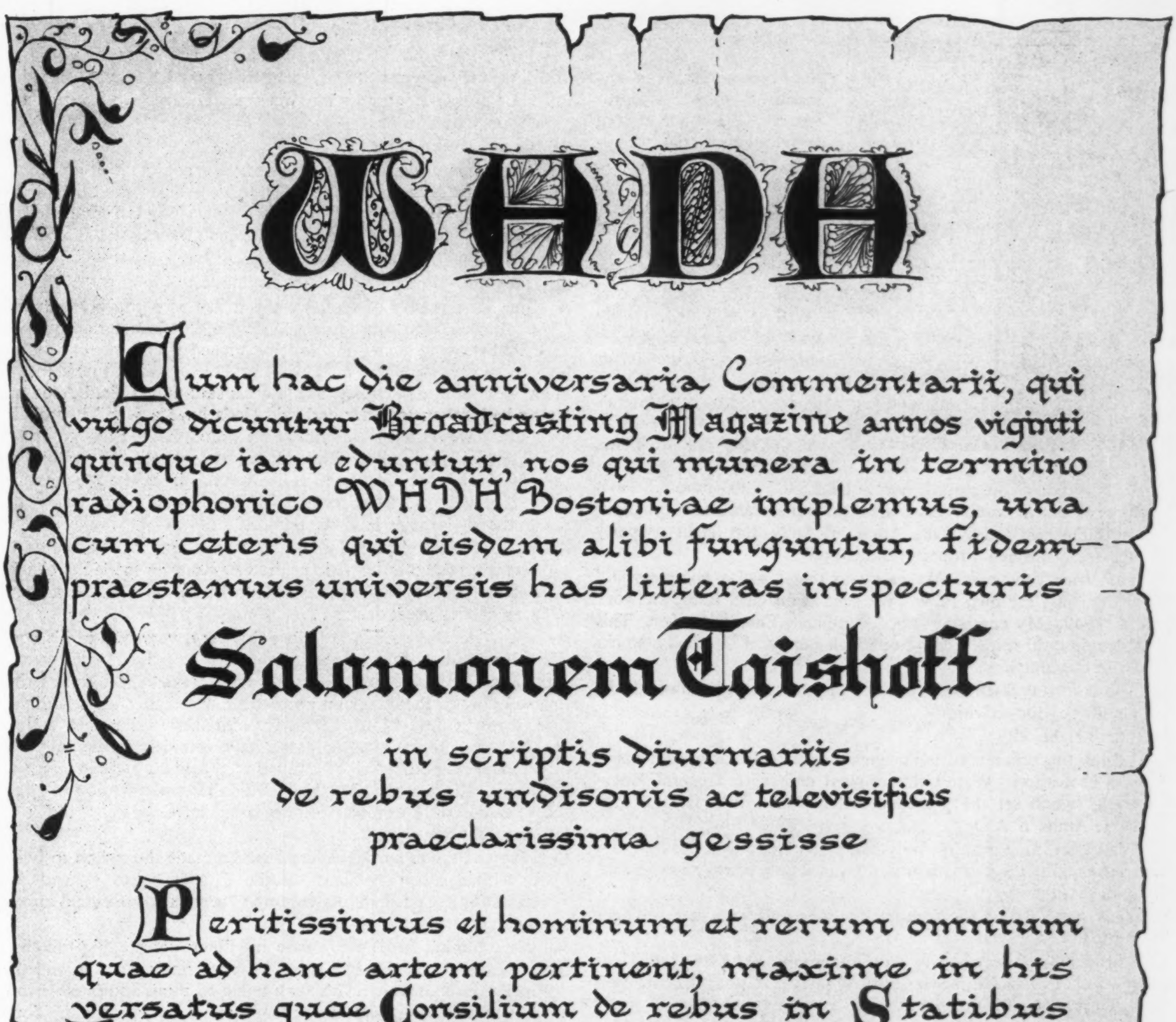
A: Well, I felt that I had one person whom I knew to work with should there be any problems. Because I used to hear at that time that the president of American Tobacco who was George Washington Hill was tough to work for. But we didn't find him that way at all. He was simply wonderful.

Q: Do you remember your first meeting with George Washington Hill?

A: Yes. I didn't meet him until about four months after I was working for him.

Q: Where was this?

A: I had lunch with him at his office. And he said a very, very wonderful thing to me. A very funny thing, let me put it that way. He knew he had a reputation for being tough, so as we sat down to



WHDH

Cum hac die anniversaria Commentarii, qui vulgo dicuntur Broadcasting Magazine annos viginti quinque iam eduntur, nos qui munera in termino radiophonico WHDH Bostoniae implemus, una cum ceteris qui eisdem alibi funguntur, fidem praestamus universis has litteras inspecturis

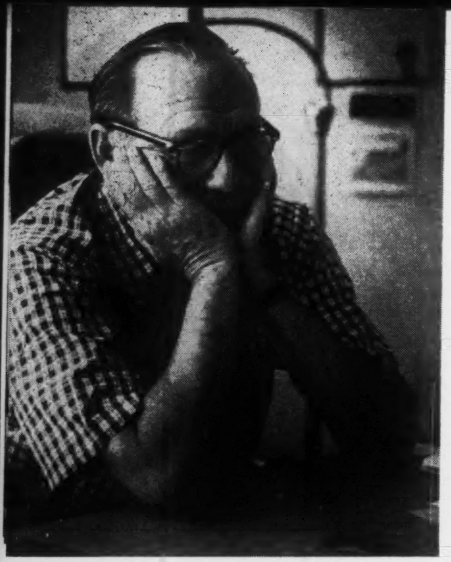
Salomonem Taishoff

in scriptis diurnariis
de rebus undisonis ac televisificis
praeclarissima gessisse

Peritissimus et hominum et rerum omnium quae ad hanc artem pertinent, maxime in his versatus quae Consilium de rebus in Statibus Foederatis divulgandis decrevit, studio suo optime meruit ut inter hos conscriberetur qui cunctas tenent huius negotii et normas et regulas.

Datum Bostoniae
Kal. Oct. MCMLVI

William B. McGrath
Praesidis Vicarius et Curator
WHDH



If you depend on salary, you'll go broke.

have lunch he told me how much he enjoyed my programs. So I thanked him and told him that we always try to have good shows and that we were very fortunate on his show so far of having them pretty nearly all good, but sometimes we're not that lucky. He says to me, "Well, Mr. Benny, I only know one thing. Had your shows been bad. they never would have blamed you. They would say 'there's that so-and-so George Washington Hill to blame for that'."

Q: In later years you moved over to CBS and were one of the first to work out the capital gains arrangement so familiar throughout show business today. Like Amos 'n' Andy, the talent property became a business property, did it not?

A: That wasn't my case. My case was that I had a company and more than just my own show. We started on CBS Radio network Jan. 4, 1949. My company was Amusement Enterprises Inc. This is the company I sold. I didn't sell Jack Benny. I was just a stockholder in the company.

Q: The company itself packaged the programs and handled all the details of your activities?

A: That's right.

Q: I think this was one of the original capital gains arrangements in our profession. Wasn't the original case with General Eisenbook, which set the precedent after World War II, and then came Amos 'n' Andy?

A: Well, you see, Amos 'n' Andy had a legitimate deal because they themselves do not appear on any of their shows, so they have something all separate.

Q: They were selling the characterizations and you were selling a company?

A: I was selling a company with other shows. Like *Let's Talk Hollywood*. We had a movie, too. Whatever it was, the first year we had a profit-making company.

Q: What was perhaps the most influential factors in your decision to move from NBC to CBS?

A: To make some money like everybody else would like to make. That was the only reason. I was very happy at NBC. The deal was offered to NBC first. This was strictly a business deal for me to make some money. There is no way for an actor to make some money by getting a salary. If he depends on a salary, no matter how much he makes, he's going to go broke eventually. I wouldn't care if I worked for ABC, CBS, NBC or the American Trucking Co. if there was a chance for show business to make some money.

Q: The salary concept, then, has not been satisfactory . . .

A: . . . Oh, as far as earning, as far as salary was concerned, nobody could make any more money than I did. But suppose right now I make a half million dollars a week, let's go that broad; suppose I was given a half million dollars a week, but it was salary. What could I get out of it? About five dollars.

Q: While you were with NBC, I assume you got to know others in the NBC-RCA organization in addition to Niles Trammell. For instance, Gen. David Sarnoff?

A: Never met him until after I went to CBS.

Q: What was the occasion of your meeting General Sarnoff after you switched to CBS, do you recall?

A: Not at all.

Q: Had you met Bill Paley before you went to CBS?

A: Oh yes. I had known Bill Paley for some time. Bill Paley and I were friends without even discussing my ever moving to CBS.

Q: Had you known Dr. Frank Stanton previously?

A: No. Frank Stanton I only knew after I moved there. But Paley I'd seen a lot of at parties in New York. He might have said once, "I'd like to have you with us," and that would be the end of that.

Q: Your present contract with American Tobacco Co., is it coming up for renewal soon?

A: It's a yearly contract.

Q: Your characterization and comedy format through the years, Jack, have been unusually distinctive. Take Fred Allen, for example, your approach was different. Oh, I'm reminded of your big "fight" with Fred Allen. Didn't that start in 1936?

A: Something like that. It was an accident.

Q: Did you see immediate public reaction to this interplay?

A: No. As a matter of fact, we did it just as a gag between ourselves. It didn't start out to be a feud at all. It just started out with Fred Allen saying something which I picked up the next week and then he picked it up the next week and so on. The first thing we knew we had it. Of course, I've always said that if Fred Allen and I ever had gotten together and said "let's have a feud" it probably wouldn't have lasted a month as it would have been contrived. Imagine what Fred Allen, God rest his soul, would have said about my appearance at Carnegie Hall Oct. 2. If he knows anything about it now, he is talking plenty. Say, that would have been a good line to use at Carnegie Hall, wouldn't it?

Q: What, perhaps, was different about your approach to the transition from radio to television. Fred Allen never made the change. I think that's one of the saddest stories in show business, that a man of such great genius . . .

A: . . . Well, Steve Allen describes this very, very well in his book. That Fred Allen was one of the greatest writing and creative comedians in the business. He was a fine comedian, a great writer. Probably better than an acting comedian, you know. And so, therefore, it might have been difficult for him to find the right thing to do. But, sometimes, even he could have found it accidentally. He might have something right away that would have been great for television. Right away. But he just didn't happen to do it. But by the same reason he didn't, he also could have. He just didn't get into the right thing.

Q: Many of the other old timers in radio made the switch to tv and have had their problems. Eddie Cantor began a syndicated series for Ziv but had to give it up. He makes occasional appearances now.

A: Well, I think in Cantor's case his illness took a big toll there. You know, he had this bad heart attack a few years ago and then an operation before that. It's very tough to think and be able to be successful when you have these other worries on your mind. You're told not to do this and I imagine this would have quite an affect on anybody. A lot of his humor was physical too. Lots of jumping. No question he is a fine comedian.

Q: What about Danny Kaye's approach?

A: Well, he doesn't need anything. He doesn't need radio or television. His pictures, his personal appearances or wherever he goes, he does very big. He's a stylized kind of comedian who is excellent in what he does. He doesn't need any other facets of show business in order to stay one of the top comedians. Now, Bob Hope fits into everything.

Q: That takes considerable versatility.

A: Right. And energy. And he's got that. Besides, he's got a terrific personality and he's not only got a great wit but a great warmth in his personality. He finds time to do nice things for others. All together he's damn well liked. It's almost impossible for Bob to do the wrong thing. And if he does do any thing wrong, he's forgiven almost immediately.

Q: Your good friend George Burns has certainly found a successful home in tv.

A: True. And George Burns is a very, very creative comedian. He does what I do in the fact that he's always got his hand in everything. He's got his hand in it from the time they start on the show.

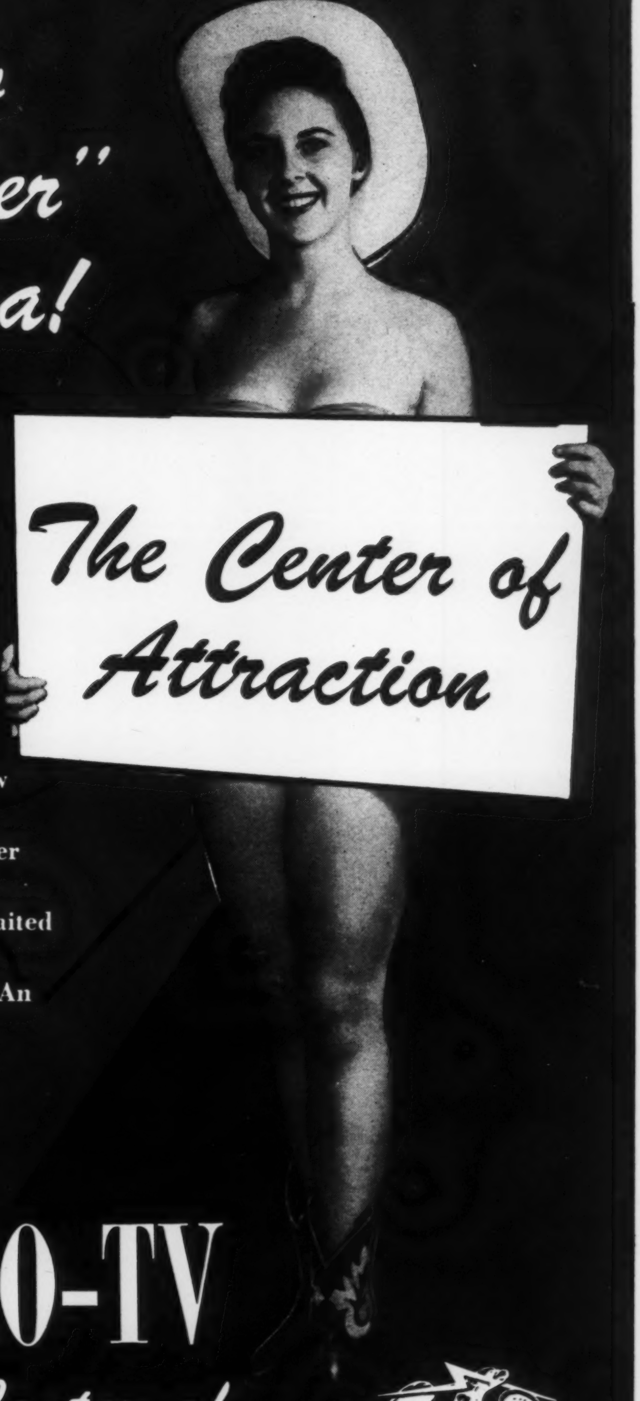
Q: This close attention is very necessary, isn't it?

A: I think very few comedians or stars can be successful and not be a part of the whole organization working to make it a success. Only in the movies can this happen.

Q: In the final analysis, the comedian has to deliver the entertainment product.

A: That's right. He either lives or dies with it.

The New "Eye Catcher" In Oklahoma!



• With a cloud-touching tower in a new central location. KGEO-TV now serves over 1,000,000 Oklahomans. It's the long awaited change in the Oklahoma Television Market. An "Eye Catcher" that will *sell* products!

KGEO-TV

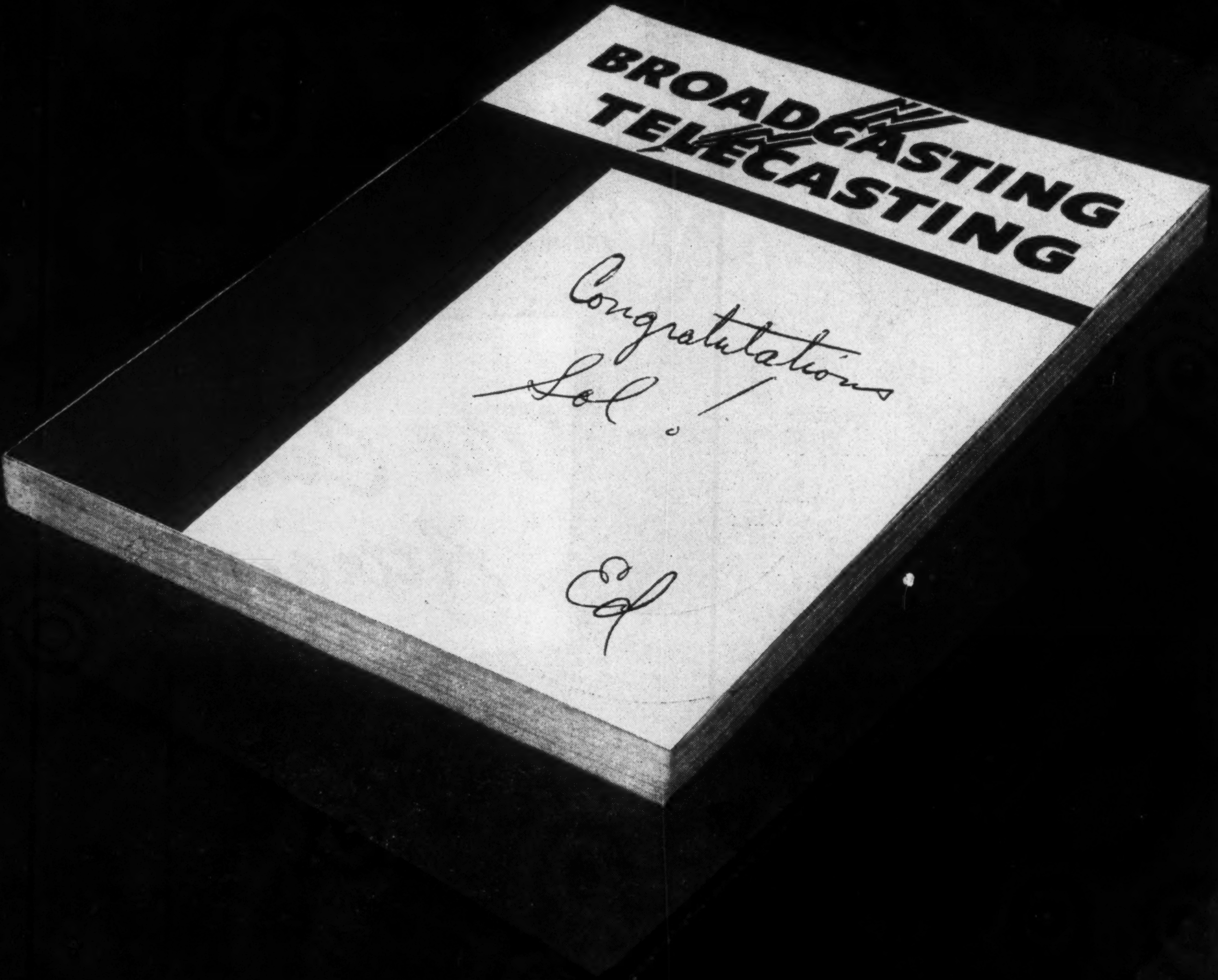
The Center of Attraction

ENID, OKLAHOMA

ABC

FULL ABC NETWORK

REPRESENTED BY JOHN E. PEARSON CO.


BROADCASTING
TELECASTING
Congratulations
Sol!
Ed

NOT always agreed with in editorial policy but always with an "idea to sell" Sol has probably done more than any other one person in shaping the course of American mass communication via the electron tube.

We add our congratulations to the crescendo of kudos for Sol and his staff on this 25th milepost in the history of American style broadcasting-telecasting.

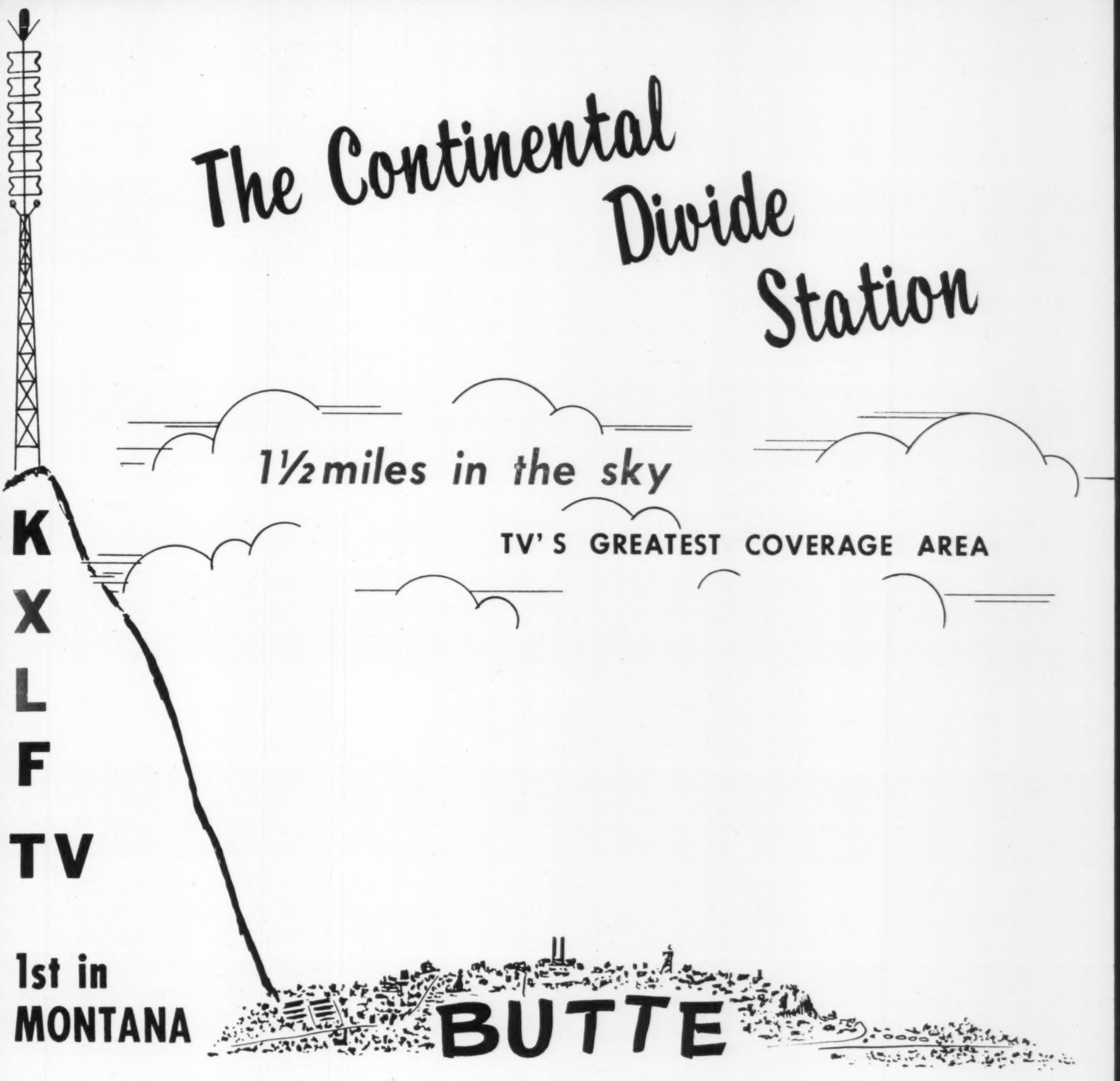
The **XL** Stations
serving
Metropolitan Montana

Ed Craney

The Continental Divide Station

1½ miles in the sky

TV'S GREATEST COVERAGE AREA



K
X
L
F
TV

1st in
MONTANA

Serving more people than all other Montana T V

Affiliated with the X L stations of the Z Net -
Montana's Radio Network

ABC - NBC

Reps:

East - The Walker Co. **West - Pacific Northwest Broadcasters**

BROADCAST FACILITIES 1922-56

As of June 30 each year

FIGURES come from FCC sources. Am facilities represent all authorizations, including those not operating at the time. Fm and tv numbers represent only those stations on the air transmitting programs for the public. Fm and tv were authorized to commence regular broadcasting in 1941. Fm stations prior to that year were operating under experimental high frequency authorizations, and tv stations under experimental visual broadcasting grants.

Year	Am	Fm	Tv
1922	382		
1923	573		
1924	530		
1925	571		
1926	528		
1927	682		
1928	677		
1929	618		
1930	612		
1931	608		
1932	606		
1933	610		
1934	591		
1935	605		
1936	632		21
1937	676		20
1938	747	37	19
1939	778	10	23
1940	847	22	25
1941	897	67	8
1942	925	60	5
1943	912	41	4
1944	924	47	6
1945	955	53	6
1946	1,215	55	6
1947	1,795	238	12
1948	2,034	587	30
1949	2,179	737	69
1950	2,303	691	104
1951	2,385	649	107
1952	2,420	629	108
1953	2,584	580	198
1954	2,697	553	402
1955	2,840	540	458
1956	3,020	530	496
1956 (as of Sept. 30)	3,064	527	507

THE ASCENDING STATISTICS OF RADIO-TV STATION GROWTH

IT was a generation ago, the post-war (World War I) era. It was the year of normalcy. Warren G. Harding was in the White House. The Jazz Age and the flapper were just coming into being.

And, also at its inception was radio. The American public marveled to hear voices in the air. And they were hearing them from what at that time seemed myriads of broadcasting stations—382 of them. The year was 1922.

Since then the number of radio stations has mounted almost 10-fold. The miracle of DX, so much a thrill of radio tuning in the 20's, has virtually disappeared with dozens of broadcast stations in the backyard of almost every American. In fact, there are almost 3,000 am broadcast outlets on the air today—plus more than 500 fm stations and 500 tv stations.

In five years, 1922-27, the number of standard broadcast stations doubled. With unregulated individualism, broadcasters jumped all over the spectrum. This was the action which pushed the Radio Act of 1927 through Congress. In that year the Federal Radio Commission was established. Admiral W. H. G. Bullard was the first chairman, and he operated with 57 employes and a budget of $102,186 for fiscal 1928 which ended June 30 of that year. There were 677 radio stations on the air in 1928. In 1927 there had been 682 outlets broadcasting.

Seven years later the Communications Act of 1934 was passed by Congress and the present-day FCC was established. The number of radio stations had decreased between 1927 and 1934, but this was largely due to mergers of share-time stations. It was the only time in standard broadcasting's history that the number of outlets failed to gain. From then on the figures that tell the story of radio facilities have climbed every year.

There were not only 632 am radio stations operating by June 30, 1936, but there were also 21 "experimental visual broadcasting" stations in existence. Anning S. Prall was chairman of the FCC, and that two-year-old agency had 442 employes and operated on a budget of $1,146,885.

The rumble of World War II was reflected by almost 1,000 am outlets. As of June 30, 1942, there were 925 standard stations authorized, 60 fm and five tv stations operating. (There were 21 tv authorizations in that first year of "commercial" telecasting.) James Lawrence Fly was chairman of the FCC, which employed 2,108 (of which 733 were regular employes). The FCC operating budget was $5,655,924 (of which $3,340,695 was for regular expenses).

All during the war no new facilities were authorized, but by June 30, 1946, with the end of war-time restrictions, the number of radio stations moved upward apace. There were 1,215 am outlets, 100 fm authorizations (55 on the air), and 31 tv grants (six operating). This was the first year that fm operated on its new 88-108 mc freqeuncies. Charles R. Denny was FCC chairman and the Commission employed 1,345 and operated on a budget of $5,489,900. It still handled some war work.

Ten years later, June 30, 1956, there were 3,020 authorizations for standard broadcast stations, of which 2,896 were operating. There were 546 fm grants, with 530 on the air, and there were 609 tv authorizations, with 496 on the air. Republican George C. McConnaughey headed the FCC, which had 1,116 people on its payroll and operated with an appropriation of $7,323,000.

As of Sept. 30 of this year, the official FCC reports show 3,064 standard broadcast stations authorized with 2,958 operating 546 fm stations authorized with 527 on the air, and 620 tv outlets granted with 507 operating (including 23 educationals). The FCC, still under the chairmanship of Mr. McConnaughey has 1,133 employes and is operating under a $7,828,000 Congressional appropriation for fiscal 1957.

WHEELING AND DEALING IN STATION OWNERSHIP

THE first recorded sale of a radio station was in 1927, immediately following the establishment of the Federal Radio Commission. It involved the assignment of the license of what was WBCN Chicago (250 w on 1040 kc) from Southtown Economist, Foster & McDonnell to Great Lakes Broadcasting Co. This was approved by the FRC June 13, 1927.

Unfortunately, that is all the information given in the minutes of that June 13 FRC meeting. There is not even an inkling of how much the Great Lakes Broadcasting Co. paid for this facility

In the early days, the FRC apparently did not care too much what the purchase price of a broadcast property was. No mention of price appears even in the work sheets prepared for Commission meetings. It is possible that somewhere in the discussion among the commissioners, the general counsel, the secretary or others of the staff, a price may have been mentioned. But no such data appears in the records.

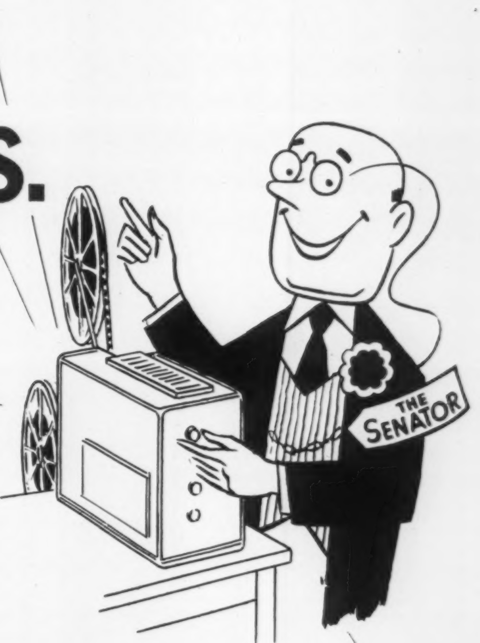
Sales of stations obviously began taking place almost immediately after the start of broadcasting. Apparently all that was necessary in those early days was notification to the Dept. of Commerce or its successor, the FRC, that a transfer had taken place.

There were other transfers and assignments in the first few months of the FRC. Some of the call letters and the communities to which they were assigned still remain; others have lost their identity.

Like—WEHS Evanston, Ill. (100 w on 1390 kc), sold by A. T. Becker to Victor

Feature Film Capital of Sacramento!

KCRA-TV BUYS 580 WARNER BROS. MOVIES!



KRCA-TV has just made the biggest film buy in the Sacramento TV Market — *580 Warner Bros. Features!* This means greater entertainment . . . bigger audiences . . . higher ratings . . . more products sold on clear Channel 3. Add to this the Columbia-Screen Gems and General Teleradio packages already on KCRA-TV and you come up with the four highest rated* participating movies in Sacramento! This Warner Bros. buy is just one more reason why KCRA-TV is the highest rated NBC station in the West.

Participations Are Available

VALLEY PLAYHOUSE
with Milly Sullivan

MONDAY-FRIDAY, FOLLOWS
"QUEEN FOR A DAY"

74.4% AVERAGE ARB SHARE AUDIENCE

12.4% AVERAGE ARB RATING

Complete live product demonstration by Milly in kitchen or living room set, no extra charge.

3 STAR THEATRE

FRIDAYS, 10:30 P.M.

SAT., SUN., 11 P.M.

59.4% AVERAGE ARB SHARE AUDIENCE

9.5% AVERAGE ARB RATING

MOVIE FOR A SUNDAY AFTERNOON

SUNDAYS, 4 P.M.

49.5% AVERAGE ARB SHARE AUDIENCE

18.4% AVERAGE ARB RATING

CAPITOL THEATRE

SATURDAYS, 5:30 P.M.

39.1% AVERAGE ARB SHARE AUDIENCE

10.6% AVERAGE ARB RATING

*All ratings from
Sacramento Television Audience
ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
Represented by
Edward Petry & Company

C. Carlson; KFXR Oklahoma City (50 w on 1340 kc), sold by G. W. Classen to Exchange Ave. Baptist Church; WCLS Joliet, Ill. (150 w on 1390 kc), sold by WCLS Inc. to M. A. Felman Co.; WHAD Milwaukee, Wis. (500 w on 1110 kc) sold by Marquette U. and *Milwaukee Journal* to Marquette U. alone; WBT Charlotte, N. C. (750 w on 1150 kc), sold by the Charlotte Chamber of Commerce to C. C. Coddington; WHAP Carlstadt, N. J. (New York area) (1 kw on 1270 kc), sold by William H. Taylor Finance Corp. to Defenders of Truth Society Inc.; WHFC Chicago (200 w on 1390 kc), sold by Triangle Broadcasters Inc. to Goodson & Wilson.

NEARLY three decades ago—April 7, 1927—Secretary of Commerce Herbert Hoover, in Washington, communicated by voice and picture with AT&T President Walter S. Gifford, in New York, in an intercity demonstration of wire television.

All these were approved by the FRC in July and August of 1927. All shared time with one, two or three other stations.

The initial issue of BROADCASTING, dated Oct. 15, 1931, contained a news story telling of William Randolph Hearst buying what was then WGBS New York (500 w on 1180 kc, limited to Pacific sunset) for "an unnamed price."

The very next issue of the *News Magazine of the Fifth Estate,* Nov. 1, 1931, carried another sales story; that of NBC buying 50% of WMAQ Chicago (5 kw on 670 kc) for a "reported $600,000." The other half of what became NBC's owned-and-operated midwest key origination outlet was kept by *Chicago Daily News.*

There was also a report in the Nov. 1, 1931, issue that CBS bought the remaining two-thirds ownership of WCCO Minneapolis (5 kw on 810 kc) from General Mills Inc. for $300,000.

The first recorded sale approved by the FCC, which succeeded to the FRC's regulatory mantle in 1934, was that of WTRC Elkhart, Ind. (100 w day, 50 w night on 1310 kc), sold by Truth Publishing Co. to Truth Radio Corp. The price? $3,000.

Strangely these sums are still being paid for radio stations—but not in the primary markets. These are the current prices for good radio properties in the secondary markets—like independent daytimers WHIM Providence, R. I. (1 kw on 1110 kc), sold last year by Robert T. Engles-C. George Taylor group to Frank Miller for $469,000, or KXL Portland, Ore. (10 kw on 750 kc), sold by Ed Craney and associates to Lester M. Smith and Lincoln Dellar for $450,000.

Or independent WTRY Troy, N. Y. (5 kw on 980 kc), sold last year by Harry Wilder and associates to Mowry Loewe-Robert T. Engles-C. George Taylor and associates for $500,000.

Stations in the major markets have gone for much higher figures. If Mr. Hearst were willing to spend $500,000 for WLWL New York in the '30s, a syndicate of J. D. Wrather-John L. Loeb-Richard D. Buckley was willing to spend eight times that amount for WNEW New York (50 kw on 1130 kc) last year when it paid more than $4 million to buy the property from Mr. Buckley and others. Mr. Buckley had bought the New York independent from William S. Cherry and associates in 1954 for $2.1 million. Mr. Cherry bought WNEW from Bernice Judice and associates in 1953 for $1.6 million.

Only last month the FCC approved the $2.5 million purchase of independent KFWB Los Angeles (5 kw on 980 kc) from Henry Maizlish by Crowell-Collier Publishing Co. (*Colliers,* etc.). And Westinghouse Broadcasting Co. has agreed to pay $5.3 million in Westinghouse Electric Co. stock to Ralph L. Atlass and associates for WIND Chicago (5 kw on 560 kc) and a permit for ch. 20.

Television transactions have, of course, seen multimillions paid for outlets. The pending Crowell-Collier $16 million purchase of the Bitner-controlled Consolidated Television & Radio Broadcasters Inc. properties (WFBM - AM - TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis and WFDF Flint, Mich.) is the best example of that.

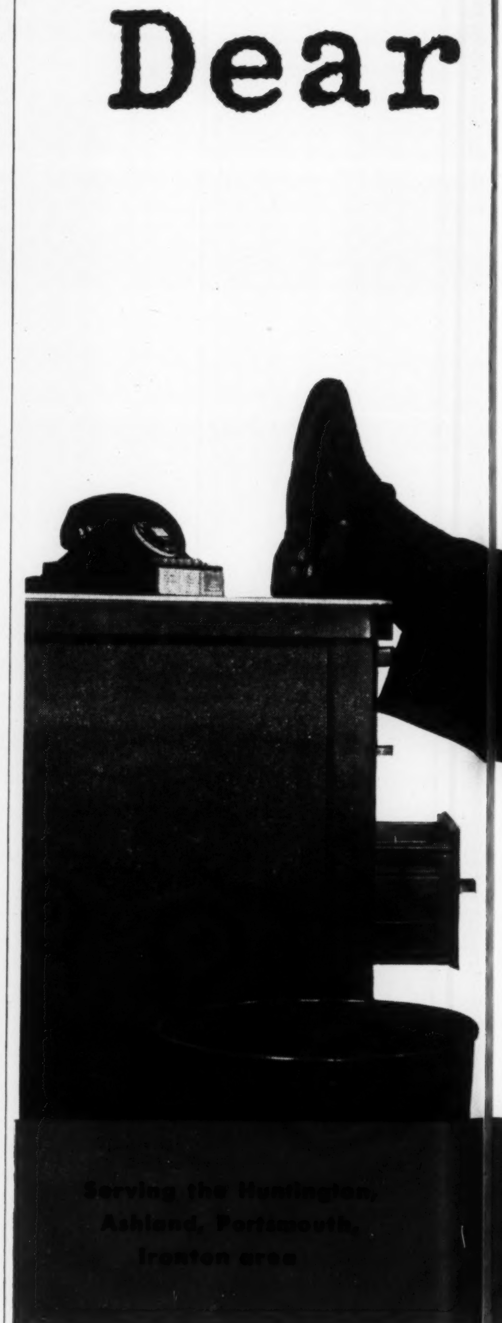
Only last Wednesday, the FCC approved the $10 million purchase by J. H. Whitney & Co. of the McConnell stations—WISH-AM-TV Indianapolis, WANE Fort Wayne, and WINT Waterloo, Ind.

Others range as high. Giant Westinghouse Electric Co. paid $9.75 million in 1955 to get into its home city of Pittsburgh; it acquired ch. 2 KDKA-TV (then WDTV [TV]) from Allen B. DuMont Labs. for that sum.

Transcontinent Tv Corp., a relatively new broadcast corporation, paid $5.1 million earlier this year to General Dynamics' Stromberg-Carlson Division for ch. 5 WHAM-TV and WHAM and WHFM (FM) Rochester, N. Y., and then sold the am and fm outlets to Riggs & Green Inc. for $500,000.

The first tv sale took place in 1949 when Palmer K. Leberman sold ch. 5 KING-TV Seattle, Wash., to Mrs. Dorothy Scott Bullitt for $375,000. And the following year, CBS bought what was then ch. 2 KTSL (TV) Los Angeles (now KNXT [TV]) from Thomas S. Lee Enterprises for $3.6 million.

There is speculation whether these prices are going to hold up. The general consensus is that for radio they will as long as general business conditions are up. Let business slide and so will radio prices. In tv there are two opposing views; one holds that tv is a growth industry and nothing can stop its steady advance upward (neither recession nor worse) and that just as in radio during the depression the values of tv will continue to increase. The other viewpoint holds that the many recent multimillion dollar sales are inflated beyond good judgement and that the day may not be too far off when the bubble may burst.



...and we always watch your station because the shows on WHTN-TV are always the best.

Sincerely,
James Brown
James Brown

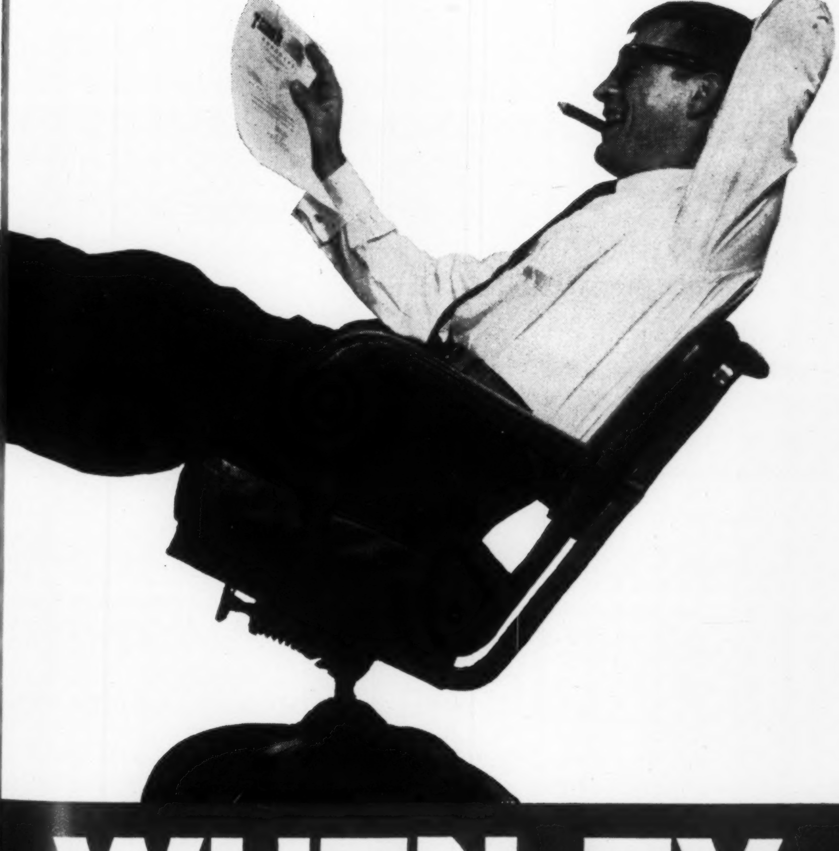
WHTN-TV
Channel 13
Huntington, West Va.

Dear Sirs:

Your Navy Talent Show is far the best to come out of Huntington yet. Those fellows are not only talented musicians but great actors. We especially liked their closing number. The little lady was very good too. Speaking of your station, your reception is perfect in our area.

Sincerely,
Wm Reutinger
William Reutinger
Coles Park
Portsmouth, Ohio

WHTN-TV...



Mr. George Miller
WHTN-TV
Huntington, West Virginia

Dear George:

I would like to express my appreciation for the fine job which you and your staff did on our commercials during the recent political conventions.

The sales created by these commercials were far beyond anything we had anticipated. We had a complete sell-out on the television and radio receivers featured on these commercials. We were amazed at the listening audience WHTN-TV pulled in spite of the fact that the conventions were being broadcast simultaneously on our local NBC and CBS stations. John Daly did a tremendous job and we have had many compliments from our dealers on Philco's choice of networks.

The results of these recent broadcasts have definitely sold us on WHTN-TV and we will be using your station more in our future advertising.

Yours truly,
TRI-STATE APPLIANCE CO.
Donald R. Hart
Donald R. Hart
Vice-Pres., Gen. Mgr.

Mr. George Miller
WHTN-TV
Huntington, W. Va.

Dear Mr. Miller:

We wish to thank the personnel and management of WHTN television for the splendid promotion and cooperation extended Bryant Motor Sales on its recent television spectacular.

On reviewing our recent sales, we are proud to inform you that we have increased our sales 26 per cent. Floor traffic and phone calls have revealed the public interest in your station performance to us.

We look forward to negotiating a continued program with your station.

Yours truly,
Bryant Motor Sales
Les Bryant
Les Bryant

WHTN-TV

CHANNEL 13

ABC Affiliate 316,000 Watts Huntington, West Va.

A COWLES STATION

Robert R. Tincher, General Manager
Represented by
Edward L. Petry Company

Reproduced from October 15, 1931 BROADCASTING

CREAM *of the* NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio—according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by ___

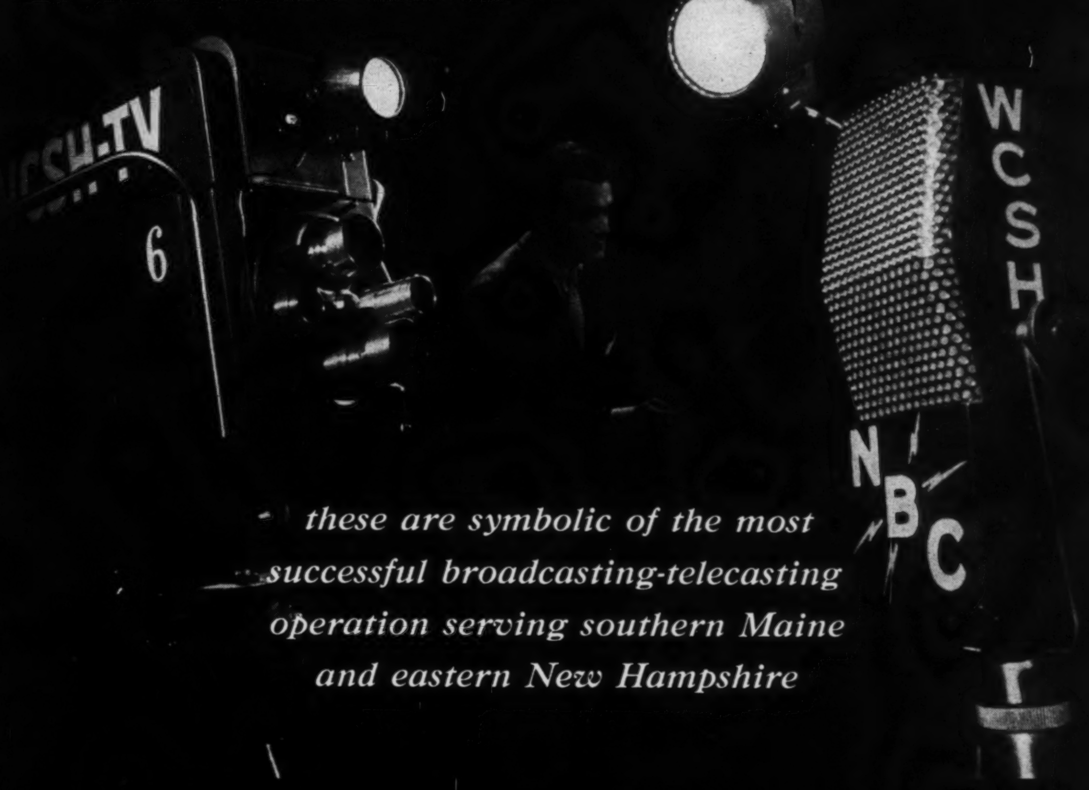
WCSH *Portland, Maine*

Affiliated with the NBC
Basic Red Network

1000 Watts .. .. Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

25 years and
millions of kilowatts later . . . .



these are symbolic of the most successful broadcasting-telecasting operation serving southern Maine and eastern New Hampshire

JANUARY 1 TO OCTOBER 1, 1956

234 national spot television accounts
245 national spot radio accounts

WCSH-TV full power. . . . . .on **Channel SIX**
WCSH-970 key station — Maine Broadcasting System

Weed Represented   **NBC** Affiliates

PORTLAND, MAINE

NO MARTINIS ON MADISON AVE.: TV LEAVES NO MARGIN FOR ERROR

RODNEY ERICKSON, an expert who knows advertising from the agency, broadcaster and advertiser viewpoints, is a vice president and radio-tv supervisor of Young & Rubicam, which in 1955 ranked first among agencies in volume of broadcast billings ($72 million). He joined Y&R in 1948 as a radio-tv producer (We the People, Fred Waring Show, *and others) after serving with Procter & Gamble's radio department in Cincinnati. Before that, he was a producer-director with NBC in New York and then Washington, later was with CBS in a similar role, and subsequently served WOR New York as director of program operations.*

Here, in a recorded interview with B•T New York staffers Rufus Crater, Florence Small and David Berlyn, he puts down his impressions of contemporary broadcast advertising.

Q: You've been around for quite a while for so young a man. What are the main changes in agency operation that you have seen as caused by radio and tv?

A: In the earliest days of radio, an agency man assigned to radio generally came from a network or a local station. On occasions he came from show business, from the theatre and even at times he was a performer. And his major function was to take one radio show—sometimes two at the most, a half-hour nighttime show or a daytime serial—and completely supervise it, and on occasions direct it and on occasions write it.

The heads of departments in those days generally came from this group of trained show business people. But the investment in a half-hour radio show was rarely over $750,000 to a million dollars a year for 52 weeks. And many new shows could be developed economically and many experiments could be conducted that if they didn't turn out to be 100% correct, relatively little was lost—you started over again.

In those days, too, NBC and CBS not only dominated listening habits at night and with the serials in the daytime, but the act of getting a valuable time franchise on either NBC or CBS—and there was a standing list for any franchise—virtually meant the success of a program. In retrospect, it looked as though a lot of people had some easy jobs.

Q: Television made life tougher?

A: By comparison, radio was very simple. In fact several agencies, when television was invented, had little cans sitting on the receptionist's desk which said "Help Stamp Out Television." I think this is certainly the attitude of a great many of the former radio people who found that they didn't know how good they had it.

As television developed, very quickly it was apparent that it was going to be a high out-of-pocket cost medium; although on a cost-per-thousand basis it was and is indeed a good advertising buy. Very quickly, within six years, the cost of a television program rocketed to approximately $3 million a year time and talent gross for either a half hour nighttime program or a five-time a week quarter-hour daytime serial.

Now compared to the radio prices, this is about four to one higher than radio in out-of-pocket costs. Fortunately, the sale of television sets also sky-rocketed and the cost-per-thousands were favorable although a dollar a thousand homes in radio was not uncommon and some lower costs were achieved. If a television program achieves three dollars a thousand a commercial minute or nine dollars a thousand for a half-hour show, it is doing very well indeed. But the power of television—the selling power of sight plus sound plus demonstration—caused a transference from radio to television probably more quickly than it should have. As the dollar expenditures of television got greater, there were fewer and fewer dollars left for radio. Therefore, the agency radio departments quickly became the television departments. Then the trouble began.

Q: What kind of trouble?

A: At first the people who were trained in radio quickly transferred to television and the men were separated from the boys. Because of the grueling requirements of television it became necessary to nimbly make the adjustment from a million dollar expenditure to what is today a $4 million expenditure and the responsibilities that go with it. The suede shoes quickly disappeared, and the slacks and the sport jackets were gone, and the drinking of martinis at lunches became a thing of the past because it takes a sober and reflective man with iron will and nerves to conduct the business today.

The kind of a man has changed, too. More and more in the administration of a television department are fellows who can work slide rules, can understand Nielsen and all the ramifications of cumulative audience, cost-per-thousands, flow of audience and many, many aspects in which a judgment is made in either the selection of a program or the selection of a time period. And the adult weighing of these values often means the difference between a successful buy and a mediocre buy. There are very few bad buys in television actually.

Q: You speak of television costs being high. Aren't values high also?

A: A program may range from a million homes to *I Love Lucy* or the *$64,000 Question's* 17 or 18 million homes at the peak of the season. But yet there are values in all of these because of the power of the medium.

The average show now reaches 6 million homes. It costs 80 to 90 thousand dollars a week at this point. In a co-sponsorship deal without discounts, an advertiser with a single alternate week program can run $100,000 a week for alternate weeks. Added in these costs must be the cost of promoting the show, publicity expenditure, commercials—all gross costs in addition to time and talent.

As the out-of-pocket cost of television increases and as it becomes a desirable advertising medium, a number of advertisers are approaching the point at which the great majority of their advertising expenditure is in television. The increase of agency billing in television in relation to total agency billing means an increase in percentage of responsibility assigned to the television department for programming and the media department for the selection of time.

Q: What are some of the basic problems involved in putting together a successful television advertising vehicle?

A: There is one fallacy which ought to be corrected immediately before we go any further. No television program, *per se*, ever sold a nickel's worth of merchandise. A program is only the vehicle which carries a commercial message.

So therefore, we start out with the premise the show gets the customers in the tent and then the 'pitch' man comes in and makes the sell. Therefore, as much time should be devoted to the creation of a proper commercial

TO SOL AND MAURY...

On this day of joy and wild abandon
KING sends you this shining silvery salmon.

B & T is twenty-five today
That's your Silver Anniversary...

So with hearts that are full and every good wish
We send you, dear boys, this noble fish.

(By air express and packed in ice
A fish that smells just isn't nice)

King Salmon they're called, where they abound
In the cool blue waters of Puget Sound...

Enjoy this fish baked, broiled or roasted
Consider your Silver Anniversary toasted.

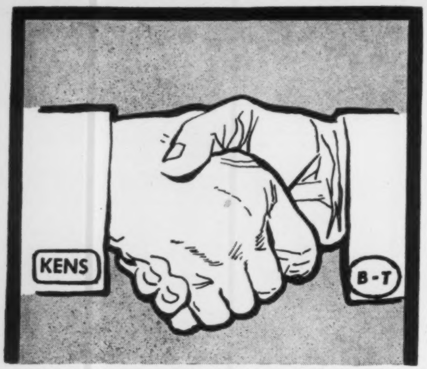
No change, dear friends, in the ratings here
The salmon is King of the sea—to be fair
KING, as always, is King of the air.

FIRST IN SEATTLE / TACOMA

ABC Television, Channel 5, 100,000 watts
ABC Radio, 1090 kc., 50,000 watts

KiNG

Ask your BLAIR Man



Congratulations Sol

On 25 years of informative service to our dynamic industry.

CBS

EXPRESS-NEWS STATIONS

KENS-TV 5

KENS 680 CBS

50,000 WATTS 10 KW NIGHTS

CBS IN SAN ANTONIO

as to the selection of a program. Both must be in balance to get perfect results.

But even if the commercial is tremendous and the program is colossal or even spectacular, the product has got to be a good product—it's got to have repurchase value, it's got to have distribution, it's got to have assurance of sales support and all these factors, and it has to have a well-designed package—or television is a complete waste of time and money. There is no way that a medium can make a bad product a good product.

Q: Will the agency still use summer programs as the trial period? Will they still use summer replacements for possible fall shows?

A: The economics of television dictate against it, unfortunately. There were only two situation comedies tried last summer. Both were received unfavorably by the critics but fairly favorably by the viewing public, which is generally the case.

The reason why this is difficult is that no matter how you look at it, a show costs $35,000 to produce and costs are going up in Hollywood. The summer audience because of the decrease by as much as 50% of sets in use does not justify this kind of a talent expenditure.

The second reason why it's difficult is that most shows are based on the principle of 39 originals and 13 repeats because the producer these days rarely gets his money out of the first run, and the second run is the only way he can be assured of profit. The general pattern is in the neighborhood of $35,000 for originals and $15,000 to $17,000 for repeats. The residual costs on the repeats run the producer about $5,000. Therefore, he gets $130,000 profit on his repeat which pays him in effect for the losses that he has on producing the originals.

While I'm on the subject, I might say according to information we received from the Coast almost every show is over budget this year. Costs range from $60,000 to $80,000 per show for these initial shows—which is unheard of in the past and is very frightening in its future relationship to what costs will be. There have been a cumulative series of 10 percenters; actors cost more, scripts cost more, production facilities cost more, a five day week has increased costs to a considerable margin. Costs are upward perhaps as high as 25% this year over last year.

Q: Color too?

A: Color will cost between $8,000 and $10,000 more as we know it today. These are the estimates we've been getting; we have heard of costs as low as $4,000 a show but these are not substantiated. The known film costs that we have are $8,000 per half-hour for color over the black and white.

Q: You say the ratio is approximately four to one as the cost of a television show to a radio show. What do you think it will be in the future?

A: For television, if the color costs go up proportionately, it could go up in the foreseeable future five to one. However, I'd like to say very quickly that these costs are always governed by supply and demand and they're also governed by a favorable cost-per-thousand. The plateau will shortly be reached in the growth of television because we're approaching saturation on the sale of sets and now the sale of second sets and color sets is responsible for about 50% or more of the sale of six million sets this year and six million television sets sold next year —as it is in radio, of course.

And competition is increasing. Multi-network competition is coming in as more stations come in and all we can expect, if you assume sets in use have reached their level, is that circulation will soon level out. It will only go up in proportion to the increase in the population and, therefore, cost-per-thousand must be pegged at a certain point.

The time has come when there should be a leveling out of television prices, but I would judge that five to one may be the leveling out point provided only that the cost-per-thousand remains $5 a thousand homes a commercial minute or less. I think $5 is probably the breaking point.

There is one thing in the future that may help us a lot and we don't know much about: and that is magnetic tape. If magnetic tape is a reality, as we assume it will be within a few years, it could materially reduce film cost so that summer experimentation could be possible.

Q: Speaking of the cost and the relative scarcity of time, what will those two factors do to the type of sponsorship? Will it be more alternate and co-sponsorships?

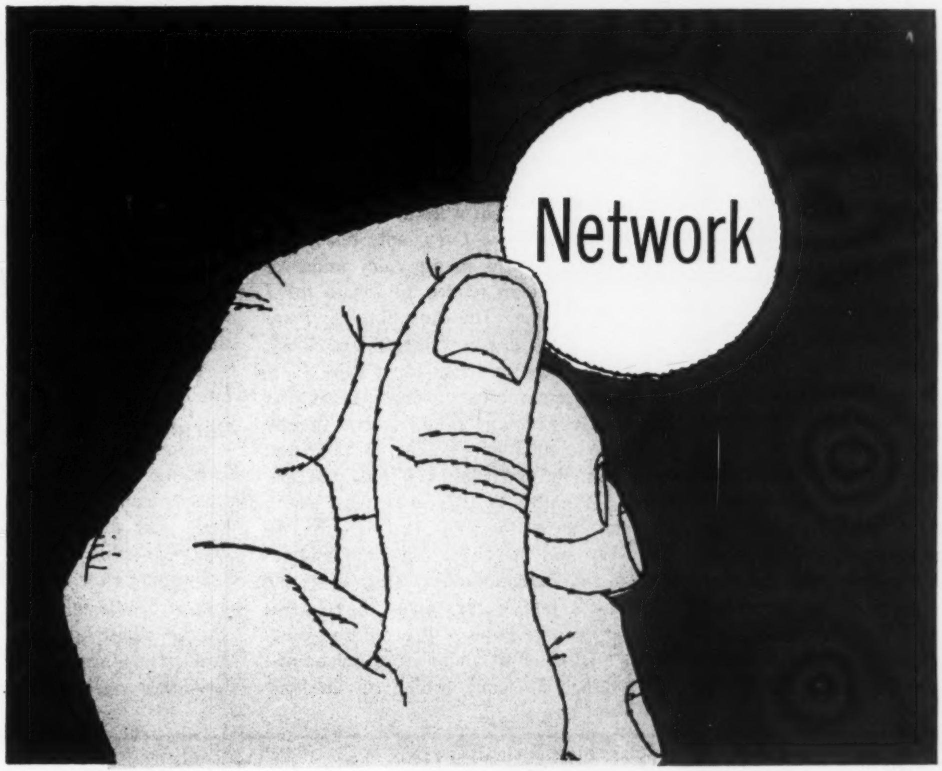
A: I think undoubtedly. The advertisers now who can maintain important franchises and have exclusive ownership—that is corporate ownership not brand ownership because you know corporations pay for their television expenditures by spreading the costs among multi-brands. Soap, grocery, the automotive companies, the cigarette companies, the cosmetic companies certainly will always be able to afford a complete television franchise—if they're permitted to have franchises in the future. But the smaller companies with budgets of under $4 million are automatically eliminated from being major television sponsors, that is, 52 week half-hour nighttime television sponsors. Therefore, there must be some place for the controlled minute participation spots in major nighttime shows and it certainly is an important function of the network to supply vehicles like that either for co-sponsorship or tri-sponsorship.

Q: Perhaps you can give us an idea of what the billings of Y&R radio and television were some years ago and what they are today.

A: I think the best source for that is BROADCASTING • TELECASTING magazine. Miss [Florence] Small has done a very excellent job of putting together the relative billings of agencies over the years.

Q: How soon do you think color will be a major factor?

A: RCA and NBC are promoting color, as you know, very heavily. They assume that the fall of 1957 will be a crucial time for color when perhaps a million sets will be in use. Needless to say, we want to be in color as quickly as possible because anyone who has seen a color commercial—particularly for food products—quickly realizes the impact of it. And since the system is completely compatible and increasingly more



The word's the same, but we've coined a new meaning!

NETWORK means many things to many people . . . but we here at Keystone have a new concept that we think you should know about.

NETWORK is Keystone's over *900* radio stations—covering a prosperous pattern of non-metropolitan America that reaches from coast to coast and border to border.

NETWORK is the term that applies to any neat parcel of Keystone stations that best suits *your* marketing needs. Keystone delivers these markets to you with an amazing absence of red tape . . . makes *your* job twice as easy.

NETWORK a la Keystone means 87 million pairs of ears . . . in rich Hometown and Rural America—a grass roots, loyal listening audience *localized* for better response thru more intimate communication.

NETWORK merchandising thru Keystone's facilities is a wide vista of *local impact* results that are unique in concept and overwhelming in response.

NETWORK advertising for your product with Keystone will open your eyes to how BIG Hometown and Rural America really is . . . what a slice, sized to your choice, can do for your *market exposure* where the *media* merchandises, the audience listens, and the customers buy!

Send for our new station list

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
580 Fifth Ave.
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

compatible as electronic developments progress, the only problem of going to color 100% is who's going to pay for it.

In the 1957-58 season the burden should really be on the manufacturers to support color and on the broadcasters because this is their investment and it's a perfectly legitimate tax investment, it would seem to me.

By the fall of 1958 I think the advertisers will be willing to pay for a share of the transference into color and can justify it at that time on the grounds of impact. But we're fighting and will continue to fight to keep those costs to an absolute minimum.

Another development, of course, in addition to magnetic tape, are new processes which may enable the show to be filmed in color for as little as $1,500 an episode. If that happens, we'll go to color more quickly. In fact, as you know, a number of NBC shows are being filmed in color now. *Lancelot, Noah's Ark* and most of the live shows where possible are done in color. Live is much simpler than film. Film, of course, is shot six months ahead and the costs now are prohibitive to any advertiser.

One thing we haven't touched on which is somewhat amusing is that in the old days a sponsor used to try to figure out what type of show would fit the personality of his product. In the present thinking with the cost as it is, the safest way is to buy any kind of a show which has a high circulation and make your commercials and your product personality conform to the show. Any high-rating show which is accepted by so many people is bound to be a good show and you certainly make your product fit in on that kind of a show.

The Length of Programs

Q: What about program lengths? NBC seems to be cuting down on the number of spectaculars and CBS is coming on with a 90-minute show every week.

A: There is room, in my opinion, for all types and lengths of shows. There is no evidence that a long show can compete with a popular half-hour show. The instance of *I Love Lucy*, which, of course, is the extreme, when the hour and a half spectaculars on Monday night were programmed by NBC against *I Love Lucy*, only one made any substantial dent in the *Lucy* audience and most of them tended to inflate the *I Love Lucy* rating. The exception was *Peter Pan*, which is again in class all by itself. At no time did *Peter Pan* top *I Love Lucy*—it merely ate into its audience. Therefore, you must conclude, I think, several things: We have conditioned people in television to accept the half-hour as the principal length. A half-hour is a convenient length in that it allows the individual to attend to chores around the house, time out and relaxing from concentrated viewing; while the hour and a half is very demanding on his time and family habits. The difference between Nielsen total audience, for example, and average audience, which on an hour and a half show can be three to one, means that the viewing is done in bits and pieces. It would tend to argue that if possible an hour and a half drama should be so organized that a viewer can see any portion of it and be satisfied.

We are watching with great interest to see what happens with the motion pictures that are available now for television in marginal time periods or in large metropolitan areas where they are programmed against popular half-hour programs—such as New York and L.A. However, at this point there is no evidence that a good motion picture is denting the popular half-hour programs.

Q: What about syndicated programs?

A: The question often arises—should an advertiser use a national program or should he use a selective market and syndicated program. It's very difficult to have a general answer to a question as complex as this. In general most national advertisers with national distribution maintain national network franchises because there are certain discounts which accrue to them by important corporate buying that are substantial and because they can be researched more accurately and there is a control of program adjacency which is probably as important as anything else.

Most syndicated programs serve the purpose of supplying regional advertisers and local advertisers with a good vehicle at a reasonable cost to be used on a local or a

CONGRATULATIONS, SOL,
ON YOUR
25th ANNIVERSARY
AN
EDITORIAL JOB
WELL DONE

W·I·N·D

CHICAGO'S TOP
MUSIC, NEWS, SPORTS
STATION—24 HOURS

THE FIRST
SYNTHAMICA
SYNTHETIC MICA

SYNTHETIC MICA CORPORATION
SUBSIDIARY OF
MYCALEX CORPORATION OF AMERICA

SINCE 1919
MYCALEX®
THE INSULATOR

limited network basis. And both of these have their purpose. Unfortunately, most of the syndicated programs are in marginal time—before 7:30 or after 10:30 Eastern time—simply because the major stations have network contracts which require them to deliver the prime times to the network first. Various plans have been proposed and more are being proposed today by the motion picture companies disposing of their properties, which are trying to open prime time to either half-hour syndicated programs or hour and a half films. But it is very unlikely that this will happen on the major stations because of the strong economic reason that network affiliation means the most money to an owner or a manager of a station. But there is an opportunity as the third and fourth station comes into being for an alert station manager with relatively low cost programming through good syndicated films now available to him and through feature films to compete on an equal basis with either an NBC, a CBS or an ABC affiliate.

About Network Policies

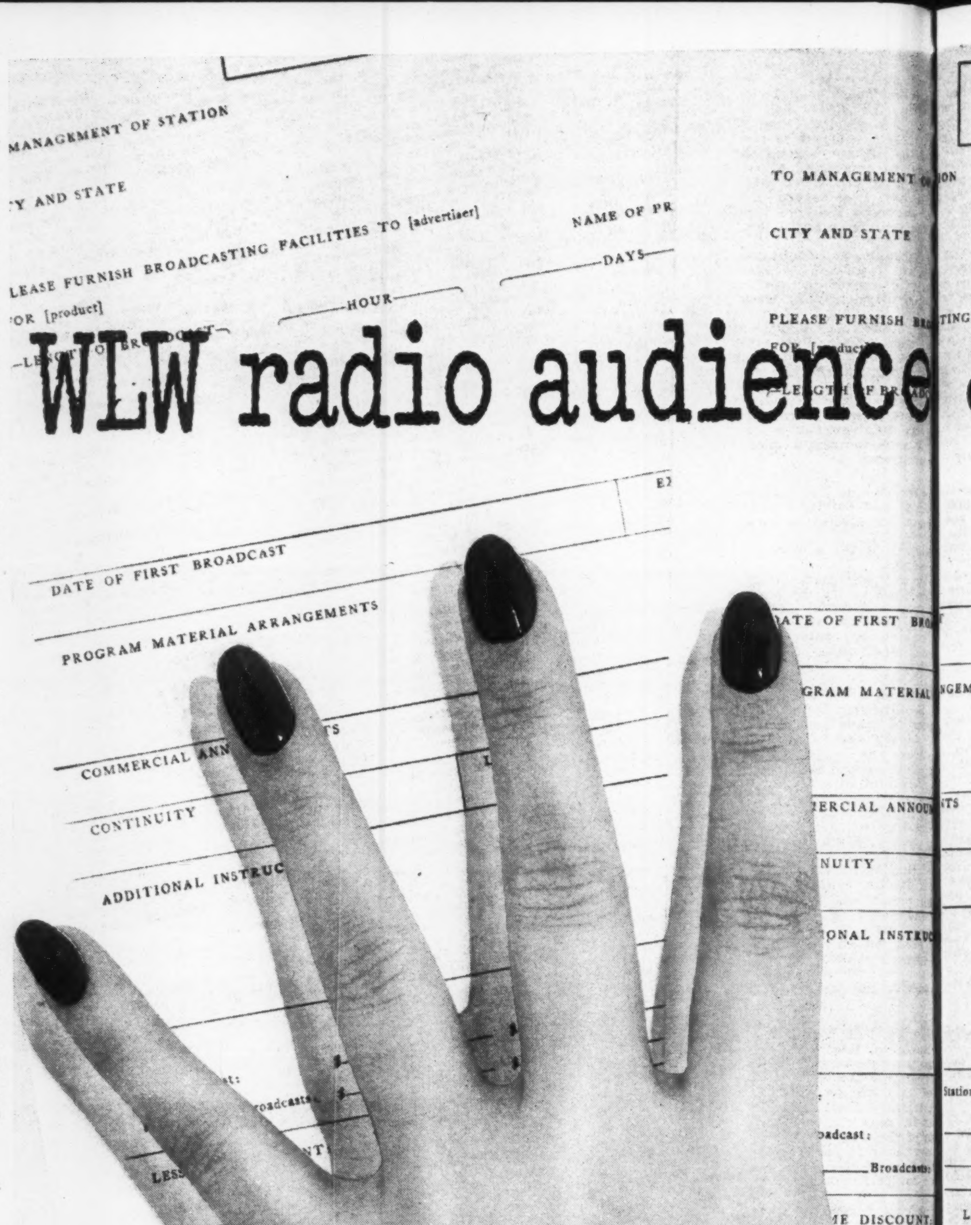
Q: What do you think of the network operating policies? Option time, must-buys, that sort of thing?

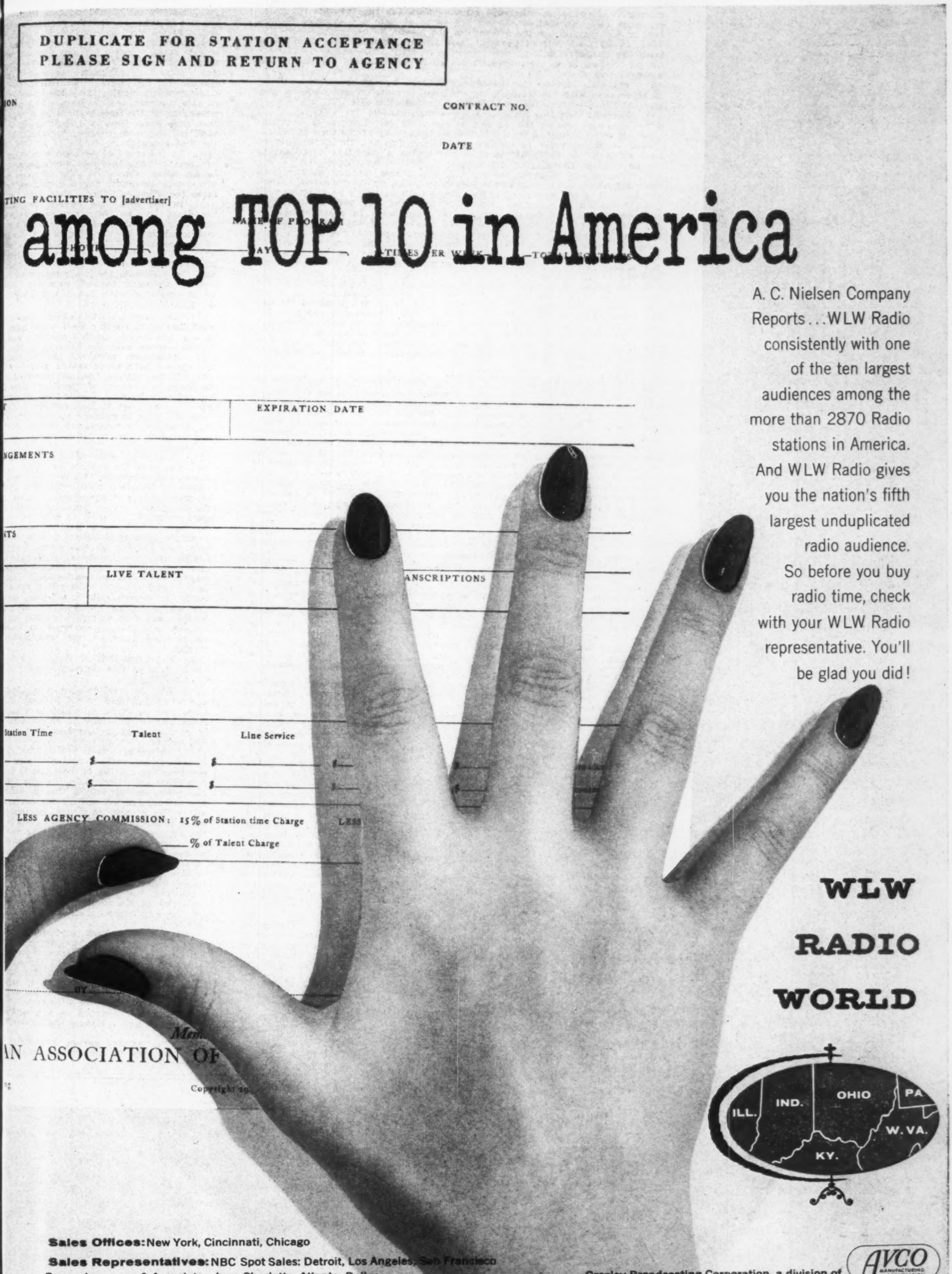
A: I defer to our media section for the final answer on this. Naturally, as everybody else, I have opinions. And that is that the must-buys never seem too demanding and that generally, a national advertiser requires more stations than a must-buy. Must-buys, for the most part, are stations he would select anyway. As far as the option time is concerned, that's a matter between the network and its affiliate. As far as the national advertiser is concerned, it would be to his benefit to have all the times option times so he could pick whatever he wanted all day long including 10:30 to 11 p.m. and be assured of a substantial list whenever he wants.

Q: What about package programming on a network?

A: If it's a small advertiser who wishes to participate in television and can't afford a show of his own he must buy a partially owned or controlled network program. Because there is no other way a small advertiser can get into a network on an important basis, where he can promote his network expenditure with his dealers, distributors or salesmen and also get a substantial circulation on a spot within the body of a program.

However, when it comes to a delicate decision of a network weighing a choice of three or four programs and three or four large advertisers for a specific time period, there is no precedent I know of for a fellow giving out a time period to be coldly objective when he realizes a financial income or return on a program which he owns or controls. This is a conflict of interest. Therefore, it would seem that wise as they may be, the men making the decision on all of the networks—not just one, but all networks—cannot maintain objectivity and they would select their own program over the outsider's program. I'd better not say any more than that.





DUPLICATE FOR STATION ACCEPTANCE
PLEASE SIGN AND RETURN TO AGENCY

CONTRACT NO.

DATE

TING FACILITIES TO [advertiser]

EXPIRATION DATE

NGEMENTS

LIVE TALENT

ANSCRIPTIONS

Station Time — Talent — Line Service

LESS AGENCY COMMISSION: 15% of Station time Charge

% of Talent Charge

AN ASSOCIATION OF

among TOP 10 in America

A. C. Nielsen Company Reports . . . WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

WLW
RADIO
WORLD

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

Q: Going back a minute to the operating policies of networks. Do you think that if there were enough stations so that each network could have its own affiliate that the major problems that exist today would be eliminated? Or do you think that some of them are serious enough that they would still exist?

A: I think that if there were three or four stations operating in every major market area—not necessarily city but major market area, the top 100 markets—that we would then quickly have our problem confined to program dominance in every area. Every man would be for himself and many problems would be eliminated. The 4A's and, I think, individuals in this business have constantly urged the FCC to address themselves to this problem with as much celerity as possible.

Q: There has been a tremendous growth, I should say, in the billings of most large agencies. And much I suppose is due to television and the growth of that medium. And also there have been consolidations among smaller agencies. What do you think is the place of the small agency in the future?

A: Can I ask for a definition of what a small agency is?

Q: Under $5 million or under $10 million.

A: I think it is probably directly related to any small business in this country. If a few men can handle $5 million, they can make a profit. If there is a great deal of work required in servicing the $5 million, they'll soon consolidate because they'll have to have some way to support the people required. The one way to do that is to raise your volume of business and hold your personnel down to a minimum. But there certainly are agencies of $5 million and under where one man has made a substantial profit in the past. And there is probably no reason to assume that these agencies can't continue that way. You certainly can't have the depth of service, you can't have the research that any larger agency is now almost required to supply, unless you get it from outside vendors and you bill it at cost. Or you may have a client that doesn't require it. But the trend would seem to be to consolidations and larger agencies because of the supplying of services of research and merchandising, in particular.

Q: What particular comments come to mind about radio?

A: I could say a lot of good words about radio. I think it's unfortunately the orphan of the advertising business at this point and very undeservedly. The Nielsen reports can demonstrate to any advertiser that a combination of radio plus television can get him almost absolute coverage. I think the audience of the political conventions—the Nielsen report on the audience of the conventions with radio plus television—is a very interesting study in that respect. I would like to divorce print from this completely now and I'm not saying other combinations may not achieve it, but I doubt that any combination of advertising media can do as well in penetrating into every home as radio plus television.

And radio today is delivering cost-per-thousands of a dollar and less. And deals can be made in radio today which are extremely advantageous — deals to get frequency. There have been certain campaigns now which have made extensive use of spots and network participations in radio that have been quite successful.

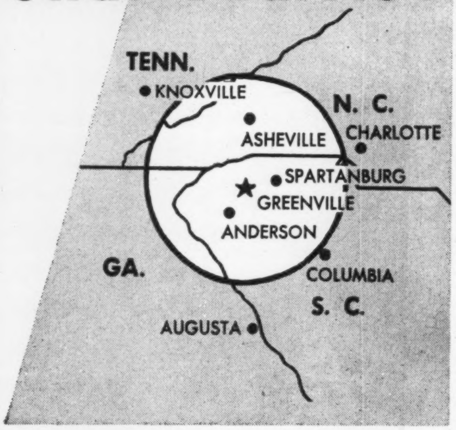
Therefore, the only thing that is blocking radio's continued progress is the fact that the out-of-pocket costs to do a good job in radio with enough frequency still come to half a million dollars a year. Now when the advertiser gets through paying his bill for television, which is his first choice in most instances, or color print, he has got very little left for radio. And this is the dilemma which faces radio today. However, in my opinion, the aggressive selling that's being done of radio now and the bargains that are being offered are bound to penetrate sooner or later, and radio will, I believe, not decrease any further. Its form and character might change some more—there might be more trend to use of radio on a local basis. However, radio today is an excellent buy on a cost-per-thousand homes delivered.

Q: Do you think it's coming up again in use?

A: To a degree. But again out-of-pocket cost will regulate how far it can come.

Q: You mentioned that deals can be made. Do you mean off the rate card deals?

A: I mean that an advertiser placing a substantial amount of business with any given radio station or network is entitled to special discounts on a volume basis.



DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.

Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.

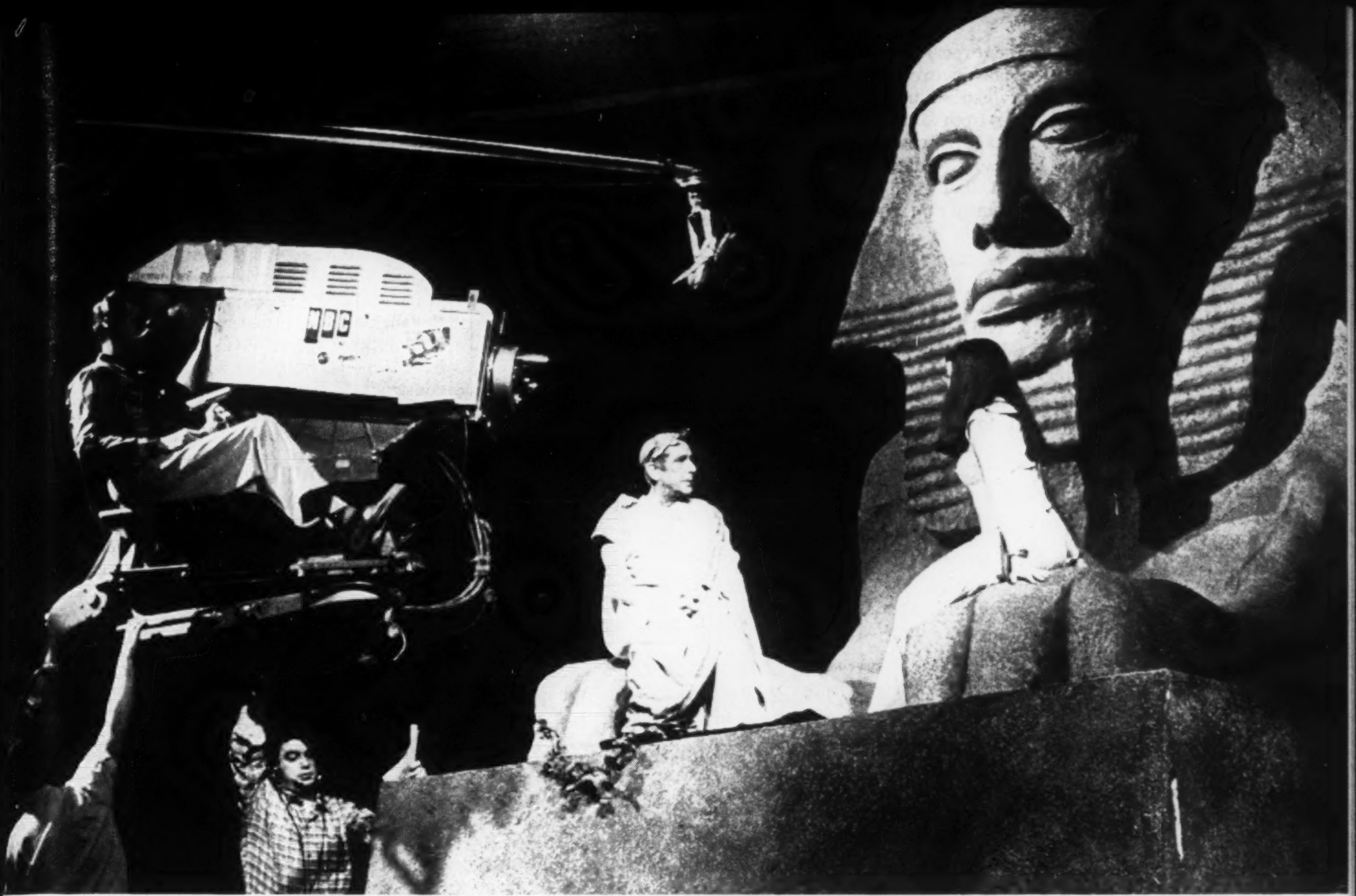
Population	1,991,700
Incomes	$2,115,295,000.
Retail Sales	$1,467,678,000.
Television Homes	367,230

Here is one of the South's *great* markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports *prove* WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

"The Giant of Southern Skies"

Video—100,000 Watts
(FCC MAXIMUM)
Audio—50,000 Watts
Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

NBC NETWORK
WFBC-TV
Channel 4 Greenville, S. C.
Represented Nationally by
WEED TELEVISION CORP.



COLOR TV: ALMOST, BUT NOT QUITE

FEW CAN dispute that color tv is the rainbow advertising medium, but is there a pot of gold at the end and if so when will it be found?

Predictions on future growth of color have come thick and fast ever since compatible color was born commercially in December 1953. Everyone agrees there will be a big industry boom in color tv, but opinions vary as to the time table and conditions.

Forecasts, however, now seem to be following a fairly common pattern. On Madison Ave., those agency executives hep to the broadcast media as well as to client needs cautiously point to 1958 as the year when the national advertiser no longer will just look at color tv but will buy.

Two such executives publicly have so called their shots—1958.

- Gerald W. Tasker, vice president and director of research at Cunningham & Walsh, predicted in an interview [B•T, July 9] that color tv by 1958 should reach the stage that black-and-white entered six years ago. Soon after, he thought color may emerge as one of the top advertising media.
- Rod Erickson, vice president and radio-tv supervisor at Young & Rubicam, predicts elsewhere in this issue (see page 136) that "by the fall of 1958," advertisers will be "willing to pay for a share of the transference into color and can justify it at that time on the grounds of impact."

A number of executives—in set manufacturing, in broadcasting, in the agency business—tend to think today in terms of a basic million color tv sets in circulation as the first benchmark on the road to color dominance.

Brig. Gen. David Sarnoff, board chairman of RCA, which by virtue of its estimated $70 million investment alone is indisputably in the forefront of color development, recently forecast 500,000 to 1 million color sets in use sometime next year. It should be then, he says, that RCA will expect a return at both the program and manufacturing ends.

All Signs Point Up

Two tv networks—NBC and CBS—are colorcasting more program hours than ever before; there are more stations equipped to broadcast network color and to originate color locally than ever before. As set makers produce and the dealers sell color receivers and as long as there is a firm U.S. economy, there should be no reason for color acceleration to run out of gas.

The greatest hurdle to color dominance has been high costs to prospective set buyers, to potential advertisers, to broadcasters who must invest in equipment and to networks which must have facilities. Already, the cost barrier is being lowered, however slowly, by an increasing set circulation and lowering prices of sets, acquired program production know-how and engineering advances affecting the quality as well as price of color gear.

The $1,000-plus price floor on color tv sets has given way to under $500—and electronically (tubes and circuitry) today's receiver is a far cry from that of yesteryear. This year alone, RCA, according to Gen. Sarnoff, hopes to *sell* 200,000 color receivers.

In programming, it is estimated that a half-hour color film program (on network) adds a third more in the below-the-line cost (program production and studio and technical facilities) than in black-and-white, and in some cases 10-15% more in the above-the-line cost (program creation). Even these "averages" vary with the type of show being put together. This is true in live production, too, where the shows have great variance, but the average added cost has been whittled to approximately 9-10%—much less than even a year ago and the gap is expected to narrow further.

For the national advertiser, however, who has a product that looks better and more attractive in color and which receives greater brand identification with color, it is lack of circulation even more than high cost that at present keeps him away from the multi-hued medium.

A network official in New York explains: A national advertiser pays about 40% more for a color ad in a magazine (i.e. over black and white) while for a regular network show the increase to his total tv expenditure on an hourly basis would run from 5 to 10%. So far as a color message is concerned, he asks: "Which is cheaper?" The network executive fails to add that until there is color tv circulation the magazine is cheaper in its color costs.

Although basically the national advertiser who uses color today is doing so more as an experiment than anything else, the list of such advertisers is growing. On NBC this year there are 29 "color" advertisers; on CBS, eight with two others on a one-time color basis (see box, this page).

Both networks are geared to program still more color at almost any time, and ABC, which is not yet colorcasting, has the means to prepare itself when the time is considered ripe.

NBC is increasing color programming by 500% this season. It will have 120-130 hours of color in the final quarter of this year compared to 22.5 hours the fourth quarter last year. Translated into color hours per week, NBC will be programming from 10 to 11 hours in color each week (it programs 80-90 total hours weekly). At CBS, the average number of hours weekly of regular colorcasting is not so great. CBS-TV programs about 87½ hours weekly; of this an average 3¾ hours will be color.

ABC President Robert Kintner says his tv network will stick close to this position: ABC-TV (via parent American Broadcasting-Paramount Theatres Inc.) has $10-15 million set aside for its use once color is off the ground. That time may come when perhaps there are 5 million sets in circulation. Many of ABC-TV's film shows, seen in black-and-white, are in color—*e.g. Disneyland, Mickey Mouse Club* and *The Lone Ranger*. ABC-TV would invest in color studios and related facilities for live production.

39 COLOR PIONEERS

THERE will be at least 39 national advertisers sponsoring color programs on network tv this season, most of them on a regular basis.

NBC-TV reports 29 advertisers sponsoring color shows: Chevrolet, Aluminum Co. of America, Goodyear Tire & Rubber, Hallmark Cards, Schick Inc., S. C. Johnson Co., Whitehall Pharmaceutical Div. of American Home Products (starting in January), Lever Bros., RCA, John Hancock Life Insurance, Buick, Purex Corp., Speidel, Liggett & Myers Tobacco, Max Factor, Kraft Foods, Toni Co., P. Lorillard Co., Gold Seal Co., Noxema Chemical, Kleenex, Sunbeam Corp., S & H Green Stamps, American Tobacco, Warner-Lambert, Oldsmobile, Helene Curtis, Lewis Howe, and Vick Chemical Co.

CBS-TV reports eight advertisers sponsoring colorcasts: Toni, Bristol-Myers, Pillsbury Mills, Kellogg, Chrysler, Ford Motor, SOS and General Mills. Two others, Colgate-Palmolive and Westinghouse, are sponsoring color on a one-time basis.

The number of stations equipped for color is on the increase. NBC-TV's owned and operated stations are stepping up color schedules: WNBQ (TV) Chicago is an all-color station, has been since April; WRCA-TV New York can telecast 65¾% of its weekday schedule in color; WRCA-TV Philadelphia is broadcasting 15 hours a week in local color; WRC-TV Washington is having studios built that will be designed and constructed with color in mind (will be completed next year); KRCA (TV) Los Angeles starts local programming about Dec. 1 and WBUF (TV) Buffalo (uhf) can carry network color and plans local transmission in color, too.

As of September, there were 478 tv stations on the air in the U.S., of which 456 were commercial and 22 educational. Of the 478 stations, 249 were equipped for network color; 72 for local color slides; 66 for local color film and 29 for local live color.

These figures compare to 188 network color; 43 local slide and film, and 15 local live, as of May 1955 (B•T estimate, May 9).

(On Jan. 1, 1954, when NBC-TV colorcast the Pasadena Tournament of Roses on New Year's Day, about 20 stations carried it in color.)

Thus, the color facilities on the network and station level are coming of age but how about set circulation? In the main, the out-

"Happy Anniversary, Sol . . .

All the gang at **WGR** and **WGR-TV** (Buffalo's Favorite Stations) send heartiest congratulations to you and the staff of B • T on your 25th Anniversary.

WGR and **WGR-TV** (leaders in the Nation's 14th Largest Market) are very happy to forego any advertising in this issue to let you know how much **WGR** and **WGR-TV** (the Stations with a Personality) appreciate your top-notch reporting and interpretations of the news in our field.

Congratulations and Best Wishes from **WGR** and **WGR-TV** (serving well over 1,000,000 Radio and Television families in Western New York and Canada.)"

from two pioneers to the pioneer

WBT, third U.S. commercial radio station

and

WBTV, first with television in the Carolinas,

proudly salute THE Pioneer
of broadcasting publications
and
Sol "Pappy" Taishoff

WBT
Radio

CHARLOTTE, NORTH CAROLINA

50,000 WATT COLOSSUS
OF THE CAROLINAS

WBTV
CHARLOTTE
Channel 3 Top Power

"VISION OF THE CAROLINAS"

JEFFERSON STANDARD BROADCASTING COMPANY

$1,500,000

ADOPT-A-CHILD FOUNDATION . NEW YORK UNIVERSITY . ENGLEWOOD PARENT-TEACHER ASSOCIATION . DENT
FULLBRIGHT SCHOLARSHIPS . LEAGUE FOR RETARDED CHILDREN . UNITED NEGRO COLLEGE FUND . EPILEPSY
HARLEM YOUTH CENTER . AMERICAN COUNCIL OF CHRISTIAN CHURCHES . LEGAL AID SOCIETY . PRATT INST
INDUSTRIAL HOME FOR THE BLIND . AMERICAN HERITAGE FOUNDATION . FREE NURSE INSTITUTE . LEUKEMI
QUEENSBOROUGH FEDERATION OF MOTHERS CLUBS . POLICE ATHLETIC LEAGUE . AMERICAN JEWISH CONGRESS
FORDHAM UNIVERSITY . NEPHROSIS FOUNDATION . AMERICAN COUNCIL ON EDUCATION . GREAT BOOKS FOUND
SENIOR CITIZENS MONTH . ALL DAY NEIGHBORHOOD SCHOOL PROGRAM . BROOKLYN HEBREW HOME & HOSPITAL
CAMP FIRE GIRLS . EAST ROCKAWAY MENTAL HEALTH COMMITTEE . GROUND OBSERVER CORPS . HEART FUND
JUST-ONE-BREAK . LONG BEACH FIRE DEPARTMENT . PENNSLYVANIA STATE COLLEGE . WORLD HEALTH ORGAN
YESHIVA UNIVERSITY . AMERICAN COUNCIL TO IMPROVE OUR NEIGHBORHOODS . SISTER KENNY FOUNDATION
COLLEGE OF ST. ELIZABETH .
HUDSON GUILD NEIGHBORHOOD H
NATIONAL EDUCATION WEEK .
HORTICULTURE SOCIETY OF NEW
ROTARY CLUB OF VALLEY STREA
UNITED STATES ARMY . UNIVER
WASHINGTON PARK ART EXHIBIT
CONGREGATIONAL CHURCH OF MA
SETON HALL UNIVERSITY . SAF
OYSTER BAY HIGH SCHOOL . PO
CATHOLIC YOUTH ORGANIZATION
WILLIAMSBURG SETTLEMENT HOU
SECOND SPANISH EVANGELICAL
AMERICAN WOMEN'S VOLUNTEER
U.S. DEPARTMENT OF HEALTH,
IMMIGRATION BUREAU . INTERF
JEWISH HOSPITAL FOR CHRONIC
RELIGION IN AMERICAN LIFE .
AMERICAN RED CROSS . VASSAR
JERSEY CITY COMMUNITY CHEST
UNITED STATES AIR FORCE . R
CHILDREN'S TOYS . KIWANIS O
NEW EYES FOR NEEDY . UNIVER

Public service organizations who come to WNEW for assistance really get *results!*

For WNEW takes seriously its responsibility to serve the public interest.

Instead of ineffectual "gestures" of a few spots a week, WNEW goes all out for worthy causes with result-getting *saturation schedules.*

The technique of creative, selling copy—*delivered around the clock by WNEW's entire team of persuasive personalities*—brings results for community projects just as it does for WNEW's commercial sponsors.

This year WNEW is broadcasting approximately *25,000* announcements on behalf of some *800* local and national educational, religious, civic and governmental organizations.

The money value, in time alone, of WNEW's contribution: *$1,500,000.* The value of the results to the organizations—well, just glance at these excerpts from a few of the many grateful letters in our files. . . .

FEDERATION OF PROTESTANT WELFARE AGENCIES . PATERSON FELLOWSHIP . STEVENS INSTITUTE OF TECHNO
COMMUNITY CHURCH OF N.Y.C. . BERGEN COUNTY VOCATIONAL & TECHNICAL HIGH SCHOOL . CHIROPRACTERS
SARAH LAWRENCE COLLEGE . TRINITY CHURCH OF PATERSON . AMERICAN LEGION . REFUGEE RELIEF PROGRA
UNITED STATES CIVIL SERVICE COMMISSION . RECORDINGS FOR THE BLIND . BLOOMFIELD HIGH SCHOOL .

New York's Favorite Station for Music and News

GIVE-AWAY

NUTLEY, NEW JERSEY FAMILY SERVICE BUREAU . URBAN LEAGUE OF GREATER NEW YORK . ART STUDENTS L
FEDERAL EMPLOYMENT AND GUIDANCE SERVICE . BARNARD COLLEGE . HERALD TRIBUNE FRESH AIR FUND .
COLUMBIA UNIVERSITY . DAMON RUNYON CANCER FUND . PRINCETON UNIVERSITY . SOCIAL SECURITY ADMIN
BOY SCOUTS OF AMERICA . GREENWICH VILLAGE FESTIVAL . JUNIOR ACHIEVEMENT . N.Y. TUBERCULOSIS H
AMERICAN ASSOCIATION OF JUNIOR COLLEGES . EDUCATIONAL ALLIANCE OF N.Y.C. . NATIONAL HADASSAH
B'NAI B'RITH OF BELROSE, L.I. . NEW YORK YOUNG MEN'S BOARD OF TRADE . NEWARK COLLEGE OF ENGIN
NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE . NEW YORK DIABETES ASSOCIATION .
PORT WASHINGTON BOARD OF EDUCATION . SPENCE CHAPIN ADOPTION CENTER . VERONA AMBULANCE UNIT .
CATHOLIC UNIVERSITY OF AMERICA . EAST PATERSON SCHOOLS . HOFSTRA COLLEGE . ZIONIST ORGANIZATI
BROOKLYN LAW SCHOOL . BELLEVUE HOSPITAL . CATHOLIC GUILD FOR THE BLIND . GUGGENHEIM MUSEUM .

FORDHAM UNIVERSITY

". . . more registrations in adult education for a single semester than at any time in Fordham's history."

NEW YORK STATE DIVISION, VETERAN'S ADMINISTRATION

". . . WNEW saturation campaign produced more requests for Veteran's Timetable than any other single campaign we have experienced."

VOCATIONAL GUIDANCE SERVICE OF PATERSON

". . . tremendous effect of WNEW announcements a source of amazement! This experience has given me the satisfaction of having a project 'put across' almost primarily by WNEW, as well as a tremendous respect for WNEW as an influence for good."

LOCAL HADASSAH CHAPTER

". . . our Festival was so successful we could not accommodate all who attended. WNEW was the only station that used our announcements."

PLAY SCHOOLS ASSOCIATION

". . . your station has been doing a perfectly splendid job of promoting our guide book, TRIPS FOR CHILDREN . . . the tremendous number of requests we are getting from your parent listeners is astounding . . . the largest return we have ever received from a single radio station."

CITIZENS COMMITTEE TO KEEP
PENLAND SCHOOL OF HANDICRAF
QUEENS MEDICAL CENTER . CAR
NEW YORK STATE (40 DEPARTME
UNITED STATES DEPT. OF LABO
AMERICAN SEAMEN'S FRIEND SO
JERSEY CITY CHORAL SOCIETY .
MUSIC & ART HIGH SCHOOL . P.
U.S. NAVY . U.S. MARINES .
AMERICAN BIBLE SOCIETY . Y.
EASTERN SCHOOL FOR PHYSICIA
GREATER N.Y. DIETIC ASSOCIA
AIR NATIONAL GUARD . TUFTS
YALE UNIVERSITY . Y.W.-Y.M.
IONA COLLEGE . PLAY SCHOOL
Y.M.C.A. . VETERAN'S ADMINI
AMERICAN FOUNDATION FOR THE
TURTLE BAY MUSIC SCHOOL . T
MT. VERNON HOSPITAL NURSES
LIONS CLUB OF FAIR LAWN, N.
INTERFAITH RED CROSS . MARC
AMERICAN PHARMACEUTICAL ASS
SOUTH SHORE DRAMA GROUP OF

BOYS TOWN OF ITALY . RECREATION COMMITTEE OF RAHWAY, N.J. . UNION THEOLOGICAL SEMINARY . UPSA
WHITE PLAINS HIGH SCHOOL . VOCATIONAL GUIDANCE SERVICE OF PATERSON . CATHOLIC WAR VETERANS .
FIFTH AVENUE PRESBYTERIAN CHURCH . RUSSELL SAGE COLLEGE . UNITED STATES OLYMPIC COMMITTEE .
WOMEN'S CLUB OF NEW JERSEY . BROOKLYN POLYTECHNIC INSTITUTE . JEWISH CENTER OF PORT CHESTER .

WNEW 1130 on Your Radio Dial

Represented by SIMMONS ASSOCIATES, INCORPORATED standing set makers which would turn out color receivers are RCA, Westinghouse, General Electric, Emerson, Sylvania, Philco, Motorola, Admiral, Muntz Tv and a few others. Just how many are actually producing sets—other than RCA—is difficult to learn.

It is in this general area that predictions are the most conflicting and puzzling. RCA at one point hoped to turn out 300,000 color sets by next Christmas, perhaps even more. Other sources tone down this figure somewhat. Gen. Sarnoff places the figure at 200,000 sets this year—but this is in sales, not production. This would indicate production at RCA is humming along.

How about the others? Except for RCA, there is not too much activity. Each firm checked by B•T admits it has much in blueprints or is ready to go when the "demand materializes." The check found:

Westinghouse: Makes a 22-inch color glass rectangular tube color receiver. Has no production estimates. Does not report a price range.

Emerson: Will not estimate production for this or next year. It is pricing its color consolette at about $678.

General Electric: Priced competitively with RCA (RCA's lowest priced color model is a table set at $495). Finds more public interest in color now than ever before. Ready to produce as many color sets as the public wants but so far reports slow pace. GE is getting into mass production just now, having announced color set making only last month.

Sylvania: This firm puts out a table model at $595 and another—$100 higher—model (console). Sylvania is watching public acceptance of color very closely this year for its base on which to plan for next year. No estimates.

Philco: Has been off and on. Stopped color early in summer, although it did produce a "limited" quantity. No predictions, no estimates. Philco will study what happens in color sales this year.

Olympic (Radio-Tv div. of Unitronics Corp., New York): Pilot models delivered on request. Priced competitively: $495, table set; $595 and $695 for consoles. Waiting for "right market."

Motorola: Gears thinking to market. No immediate plans to expand output. Has three 21-inch models in $500-$600 range. Selling "token quantity" daily.

Admiral: Still thinks color tv "logjam" will break in fall. Not releasing production estimates. Has complete line of 21-inch color models from $499.95 up to $799.95.

Hallicrafters: Not in production, has no plans. Did produce a 21-inch set last year.

Zenith: No plans this fall, will go into color once sets are "practical" and tube "situation" resolved.

Hotpoint Co.: Will market color sets probably next year (receivers made by parent GE).

Muntz Tv: Earl Muntz has glowing predictions. Plans to turn out 1,100 consolettes at $399.95 by today (Oct. 15). Expects to triple production later this year.

Sentinel (Magnavox-owned): Working on new models with new chassis at its Evanston, Ill., plant. Will increase output but has no estimates.

Other companies such as Warwick Mfg. (Silvertone color units for Sears, Roebuck), have plans only in "discussion stage."

It is as difficult to get an estimate as to what overall unit production is today as it is to pin down Greta Garbo's age. Private estimates range from 100,000 units for the year to RCA's more optimistic figures. Be that as it may, color circulation is on the way up.

There are some signs that new color developments may affect the level of set prices. Allen B. DuMont Labs and Chromatic Labs (50% owned by Paramount Pictures) are combining their facilities in an attempt to place a color set, priced perhaps as low as $350, into mass production sometime late next year. Other firms, like Philco, have been working on new color set design.

Work has been underway at RCA Labs for some time on a tricolor video camera. RCA, Ampex and other companies are working diligently on commercial-type color tv magnetic tape, a development that could revolutionize colorcasting. As recently as May 1955, RCA-NBC transmitted a color tv program recorded on magnetic tape closed circuit from New York to St. Paul. Use of tape would make it cheaper to broadcast color than black-and-white or color film. Its speed of operation would cut the volume of live shows and the number of hours needed for both commercials and programs.

NBC has placed into operation its new lenticular film system it developed jointly with RCA and Eastman Kodak Co. The system permits NBC to delay color programs for the West Coast. The lenticular process

CONGRATS . . .

TO OUR PALS SOL,
MAURY, ED AND ALL
THE GANG AT B•T

SEPTEMBER 10, 1956
35¢ PER COPY
BROADCASTING TELECASTING
16 % more viewers per rating point!
IN THIS ISSUE:
The dominant station serving Richmond, Petersburg and Central Virginia
WXEX-TV
STATION B
STATION C
25TH year

Hi! I'm BIG 9 . . .
speakin' for the folks
at KWTV — Oklahoma
City. I'm the animated
channel number who introduces
program promotion spots for them.

*May you always stay
25 years young!*

OKLAHOMA CITY'S
*world's tallest
man-made structure*

EDGAR T. BELL—EXEC. VICE PRESIDENT
FRED L. VANCE—SALES MANAGER

REPRESENTED BY
AVERY-KNODEL, INC.

KWTV
CBS
CHANNEL 9

CONGRATULATIONS—

TO SOL TAISHOFF AND YOUR ASSOCIATES
FOR A JOB WELL DONE
DURING YOUR 25 YEARS OF SERVICE

WSPA-T
WSPA-TV
Telecruiser

During this quarter of a century we have witnessed radio develop into the nation's greatest mass medium, and television mushroom into the most powerful force in the economic, religious, educational, and political life of our nation. In these exhausting years Broadcasting and Telecasting Magazine has afforded a leadership unsurpassed in trade magazine journalism.

WSPA had been serving the people of Carolina Piedmont two years when Broadcasting began publication. During these years WSPA Radio, now joined by WSPA-TV, has placed service to the public foremost in its operation, and as a result became and remains the outstanding station in South Carolina.

As one veteran of the industry to another, we join in saluting B-T on its 25th anniversary and wishing for it a century of progress and continued success.

WSPA WSPA-FM WSPA-TV
THE SPARTAN RADIOCASTING COMPANY

Walter Brown

PRESIDENT

registers electronic color information on black-and-white film via minute lenses which form a portion of the film itself. This film can be processed rapidly in the manner of normal black-and-white techniques and then played back as a color tv program.

In the past year, NBC has completed its $12 million color expansion program: the lenticular system; conversion of WNBQ (TV) to all color; the building of additional color studios on the West Coast, in Brooklyn, on the East Coast and in the Ziegfeld Theatre in New York City.

Color tv has had a turbulent history. And yet the history is "young" by any yardstick. Only 15 years ago, the FCC allocated spectrum space for black and white tv but put aside color as too far in the future. By 1945, FCC had reserved uhf channels for the future expansion of television, including color.

But the march to commercial tv was heralded by 1946-47, the years when CBS petitioned for commercialization of color. The FCC denied these petitions, feeling the art was not far enough along. The Commission felt that both CBS and RCA required too much spectrum space for their individual systems.

A lengthy—from Sept. 26, 1949, to May 26, 1950—FCC hearing took up the color question. This was during the "freeze" on all tv expansion which had begun in September 1948. On Sept. 1, 1950, FCC authorized CBS's color system.

On June 25, 1951, CBS, which used the field sequential system as compared to the compatible system of RCA, put on the first commercial color telecast. It was an hour long and was sponsored by 16 advertisers.

The CBS system, however, was shortlived. Defense Mobilizer Charles E. Wilson requested manufacturers to cease work on color equipment for the duration of the Korean War. That was Oct. 19, 1951. From then on, color tv development was dormant. It was not until March 26, 1953, that the National Production Authority revoked its ban on the manufacture of color equipment.

The historic decision of Dec. 17, 1953, made by the FCC was approval of the National Television System Committee's compatible color standards (both NTSC and RCA-NBC had individually petitioned the Commission for such approval).

There were then some 340 tv stations on the air, an audience of about 27.5 million who watched tv on black-and-white sets. They had an estimated $7 billion invested in television.

When FCC authorized compatible color standards, CBS-TV went on the air that day at 6:15 p.m. with a color show. NBC-TV, however, had been on the airwaves at 5:32 p.m. with the "first authorized color signal" showing its trademark (chimes) in three primary colors, and at 6:30 p.m. it put on its color show.

Although color was lucky to make even a ripple in an ever widening stream of black-and-white sets, shows and sales to national advertisers, persistence in the industry, led principally by RCA and its NBC broadcast arm, started the push that today shows signs of cracking the color barrier within another couple of years.

The first color commercial by a big national advertiser was reported in B•T's Jan. 4, 1954.

A picture in four colors—a still from the commercial—was printed depicting the colors and setting used in the commercial itself. American Cigar & Cigarette Co. for its Pall Mall cigarettes and its agency, Sullivan, Stauffer, Coldwell and Bayles, through Film Counsellors, commissioned Peter Elgar Productions Inc., New York, to shoot the one-minute commercial film experimentally.

Color Laboratories

Since that time many color film and live color commercials have been placed on the air. Agency activity is increasing along the color road. N. W. Ayer now has its own "color laboratory" and many other agencies similarly produce, test and place on the air various types of color commercials.

Color in commercials will have a great effect on the whole concept of merchandising and selling of many products. Already it has affected package design—and yet color tv has not "come of age." It will increase color-consciousness, in studio design and layouts, in lighting, in setting, in the clothes worn by sport participants, and even more important, what people buy and eat, use for home decoration, furnishings etc.

Fashions in clothing may be directly affected by what is shown on color tv; retail sales will most certainly be affected by color tv advertising. The ceiling is unlimited.

RCA President Frank Folsom predicts 12 million color sets in homes by 1960 and thinks that by 1963, virtually all of tv may be in color.

THE WINNER (WINR)

BINGHAMTON, N. Y.—COMPLETE COVERAGE TRIPLE CITIES

WINR
55 60 65 70 80 90 100 110 120 130 140

CONNIE SMITH "MISS WINR" 1957

ROUND THE CLOCK

FIRST! FIRST! FIRST!

- FIRST on the dial at 680
- FIRST with single rate card
- FIRST independent (music-news-sports)
- FIRST all night station
- FIRST with "Community Club-awards"
- FIRST three hour classical music show nightly
- FIRST with "Mystery Sounds"
- FIRST with homemakers request shows
- FIRST with musical station breaks
- FIRST with complete mobile unit
- FIRST with beauty contest
- FIRST with round the clock give-aways
- FIRST with male and female teams
- FIRST with complete council broadcast

NEW NIELSEN—NEW HOOPER—NEW PULSE THIS FALL

680 KC WINR 1000 WATTS

Rep: George P. Hollingbery Co. — Ken Leslie, Gen. Mgr.

we are in your future

Dear Sol:

On the occasion of the 25th anniversary of Broadcasting-Telecasting, we salute the pioneering accomplishments of you and your great organization. We appreciate this opportunity to pay tribute to the outstanding contributions you have made in recording the pertinent history of the radio-television industry during this past quarter century. We are sincerely grateful for the encouragment you have given to the highest principles in broadcasting. We have profited in the past and will do so in the future by the use of Broadcasting-Telecasting in reaching our friends in this great industry.

Ward L. Quaal

Vice President and General Manager
WGN, Inc.

WGN

TELEVISION, CHANNEL 9
RADIO, 720 ON YOUR DIAL

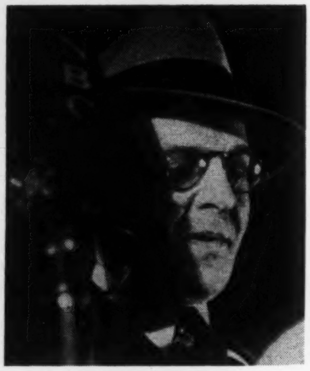
The Chicago Tribune Stations, Owned and Operated by WGN, Inc., Chicago, Illinois

AMOS 'N' ANDY

CAPT. HENRY

ED GARDNER

RUDY VALLEE


WALTER WINCHELL

HARRIS & FAYE

JACK PEARL

BENNY & LIVINGSTON

AL JOLSON

CRUMIT & SANDERSON

INDELIBLE TALENT OF

FAME—sometimes fleeting, sometimes enduring—has come to hundreds of performers since radio and television have been on the American scene. But however brief their stay at the top or near it, those who achieved stardom on the air earned a special place in the memories of millions. For in broadcasting, more than in any other phase of show business, stars have become an intimate part of the daily life of their audience.

Any account of the many who achieved stardom on the air must necessarily concentrate on the most famous. For the purposes of this study, ratings—the radio-tv entertainer's constant concern—are the yardstick. They range from the first reports of CAB (the Cooperative Analysis of Broadcasting) through the Hooperatings and up to today's Nielsens. Together, they reflect the voices and faces most familiar to the audiences of a quarter-century.

TOP PROGRAM on the air when the first issue of BROADCASTING was published in October 1931 was *Amos 'n' Andy*. Its popularity has held through the years, at least to the extent that it is still on radio 25 years later. The other leaders listed by the Cooperative Analysis of Broadcasting for 1931: (2) Lucky Strike show, starring the B. A. Rolfe orchestra; (3) Chase & Sanborn program, with Eddie Cantor and violinist Rubinoff; (4) Rudy Vallee, sponsored by Fleischmann's yeast; (5) the musical *Palmolive Hour;* (6) *True Story;* (7) the Blackstone cigar show starring Crumit and Sanderson; (8) the Interwoven show, starring Jones and Hare; (9) the Goodyear program and (10) the Camel program with Morton Downey.

By 1932 Eddie Cantor had put the Chase & Sanborn program on top, pushing *Amos 'n' Andy* into second place. This also was a year which saw many new faces in CAB's top 10. Among them were *Capt. Henry's Maxwell House Show Boat,* starring Charles Winninger ("It's only the beginning, folks.") which then commanded the third position. Other new leaders held the next three spots: Ed Wynn for Texaco, Al Jolson for Chevrolet and Jack Pearl (Baron Munchausen) for Lucky Strike. Mr. Vallee had dropped to seventh. (He was, however, to be the only star to stay in the top 10 each year until 1940. *Myrt & Marge* had moved into a three-way tie for eighth place with *Sherlock Holmes* and the *Sinclair Wiener Minstrels.*

There was a new leader in 1933: Walter O'Keefe for Lucky Strike. And two new shows in the top 10: Ben Bernie for Pabst Blue Ribbon and Burns & Allen for White Owl cigars.

ED WYNN

RED SKELTON

BOB HOPE

FRED ALLEN

ARTHUR GODFREY

GEORGE GOBEL

BISHOP SHEEN

MAJOR BOWES

LUCILLE BALL

JACK WEBB

25 YEARS

The year 1932 had marked the start of one of broadcasting entertainment's biggest and most successful stars—Jack Benny. He managed sixth place by 1934, and was to be on top in 1935. Another famous name new to the leaders was that of Joe Penner, ("Wanna buy a duck?"), who was third place in 1934 on *Baker's Broadcast* with Harriet Hilliard and Ozzie Nelson. Appropriately enough, 1934 also was the year that introduced Fred Allen to the leaders; he won eighth place with *Town Hall* for Bristol-Myers. Al Jolson and Paul Whiteman were in 10th place for Kraft-Phenix.

During March-September of 1935 Jack Benny had come into first place, according to the CAB rating. In third place for that period was another new show, *Major Bowes Amateur Hour* for Chase & Sanborn. By October Major Bowes (and his well-remembered gong) had taken over the No. 1 spot and pushed Mr. Benny into second place. He kept him there until October 1936, when they swapped places with Mr. Benny on top until October 1937.

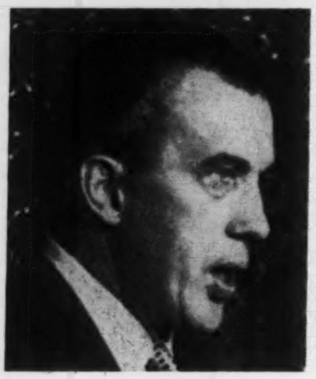
Another star was rising back in 1935. That was Bing Crosby, who went on the air for Woodbury in that year (and made seventh place). In 1936 he went under Kraft-Phenix sponsorship.

No. 6 in 1936 was a program called *Lux Radio Theatre,* featuring Cecil B. DeMille. The program has continued through today,

MILTON BERLE

EDDIE CANTOR & PARKYAKARKAS

MYRT & MARGE



ED SULLIVAN

GENE HERSHOLT

MARY MARTIN

JOE PENNER

although now it's on tv alone as the *Lux Television Theatre.*

Chase & Sanborn, which through the years exhibited a deft touch for picking winners, started another one on the road in 1937. That starred Edgar Bergen, Charlie McCarthy, Don Ameche and Dorothy Lamour. It made fourth place soon after going on the air, and by the end of the year was running first. At the other end of the top 10 for the 1937-38 season was Al Jolson, on the air for Rinso.

A name that was to become one of the best remembered in radio joined the leaders in 1937. Bob Burns, the "Arkansas Traveler," and his famous Bazooka joined the Bing Crosby *Kraft Music Hall.*

Tender Leaf Tea made its mark on radio history when its one *One Man's Family* crowded into the leaders in 1938. It was to become a classic among broadcast shows. A surprise that year was the rise of *Big Town,* with Edward G. Robinson, from 40th the year before to eighth place.

In 1939 another of the long-time favorites made its way into the hallowed ten. *Fibber McGee & Molly* took over fourth place after being 16th the year before. Kate Smith also made the grade that year. Bob Hope ran in seventh place during December; he had been 23rd. Still Nos. 1 and 2: *Chase & Sanborn Hour* and Jack Benny.

Big news in 1940 was the spectacular rise of *The Aldrich Family* from 40th to sixth. Another new name to the roster was that of Kay Kyser, up to ninth from 12th. The front runners exchanged places, with Mr. Benny nosing ahead for the first honors.

Three new programs were conspicuous among those earning audience honors in 1941. They were Lowell Thomas, *Mr. District Attorney* and Red Skelton, who for the first time found themselves in the first 20 programs. Another, Burns & Allen, was back in the picture. Four others dropped out: *Dr. Christian,* Rudy Vallee, *Hit Parade* and *Big Town.*

(Biggest excitement in ratings for 1941 occurred, not unexpectedly, with President Roosevelt's two radio addresses following the attack on Pearl Harbor. On Dec. 8 he scored 65.7% of audience, then topped that record the next day with an 83%.)

Fibber McGee & Molly, still on the climb, bested Jack Benny for the No. 2 position in 1942, placing second to perennial leader Chase & Sanborn with its Bergen-McCarthy team. Following Benny, third, was Bob Hope. Only newcomers to the top 20 were *Abie's Irish Rose* and *The Great Gildersleeve.*

By 1943 Fibber had risen to first place, Bob Hope into second and Bergen and Benny were third and fourth, respectively. Two new names were in the first 20: Abbott & Costello and *Take It or Leave It.* The latter will be remembered as the genesis of a present-day success, the *$64,000 Question.* In 1943 it gave away a now-paltry $64. *Take It or Leave It* enjoyed the distinction of being the first quiz show to make the top 20.

In addition to the honor winners, a number of new names came to broadcasting in 1943. Among them were Groucho Marx and Jimmy Durante, both of whom had enjoyed stage and screen careers previously, and the *Grand Ole Opry,* which graduated from regional to national stature. Also new, and another which has lasted in one version or other, was *Mr. and Mrs. North.*

Bob Hope, who made a permanent notch for himself with his shows from service camps during the war years, moved into first place in 1944. Fibber McGee was second, while Jack Benny and Walter Winchell were in a tie for third. Names which arose in 1944 and which strike a familiar chord today are *Life of Riley, Truth or Consequences, Corliss Archer, Nick Carter* and *Dunninger.*

With 1945 came the end of World War II, and with it several revisions of the popularity roles. Back from war duty, Red Skelton promptly took over seventh place. Rudy Vallee also was back, but not among the leaders. New programs to the air included the *Danny Kaye Show* and *Beulah.*

Jack Benny made a comparative comeback in 1946, the first peacetime broadcasting year after the war. He moved back into first place after having been fifth the year before. The only other name new in Hooper's ratings of the first 15 shows was that of Fannie Brice.

A new complexion came on the radio scene in 1947 as the hint of competition to come made itself apparent. Still, the leaders were virtually unchanged from their standings of the year before. New to the first 15 was Marie Wilson as *My Friend Irma.* Also new, and soon to skyrocket in popularity, was No. 15 *Arthur Godfrey's Talent Scouts.*

There was a radical change in the ratings picture with 1948. That year's first position was garnered by Walter Winchell. *Radio Theatre* took over second place, while *My Friend Irma* moved up to sixth, *Duffy's Tavern* to seventh and Arthur Godfrey to eighth. Phil Harris and Alice Faye ranked 10th that year, while Charlie McCarthy had dropped to 14th.

More significant than the change in radio ratings, however, was

*In the rural Northwest, nearly six times more people listen to WCCO Radio than all other Minneapolis-St. Paul stations combined!**

how we keep 'em listening down on the farm!

Small wonder, for WCCO Radio is the only Twin Cities station with the power and programming to serve Northwest agriculture. Its 50,000-watt voice covers a 109-county primary listening area in four states; an area with 223,000 farm families whose annual income is 1.6 billion dollars. Its Farm Service Department is the only one of its kind in the area. Headed by Maynard Speece and Jim Hill, WCCO farm broadcasters air 44 programs a week, each loaded with vital information about farming conditions, the weather and market trends. All of which makes WCCO Radio the ideal place to sow your advertising message if you want to harvest a bumper sales crop in the rich Northwest farm market!

WCCO RADIO

The Northwest's 50,000-Watt Giant
Minneapolis-St. Paul
Represented by CBS Radio Spot Sales

**Nielsen, June 1956—*
Audience in vast Northwest
beyond inner NSI area.

the listing, for the first time, of the 10 top television programs. Granted, they reflected viewing only in the New York metropolitan area, but they were a portent of things ahead. That first top 10 in tv: (1) *Texaco Star Theatre*, with Milton Berle; (2) *Toast of the Town*, Ed Sullivan; (3) *We, the People;* (4) *Small Fry Club;* (5) *Amateur Hour;* (6) *Kraft Television Theatre;* (7) *Chevrolet on Broadway;* (8) *Americana;* (9) *Bigelow-Winchell*, and (10) *NBC Symphony*.

With 1949 television was beginning to increase its pace, so much so that Hooper extended its ratings of the medium from the New York area to all cities having network service at the time. "Mr. Television," Milton Berle, again was on top, in 30 cities. Arthur Godfrey programs had taken over the second and third rankings. New shows also listed, in order: *Fireball Fun for All, Fireside Theatre, Philco Tv Playhouse* (with the longest [36] cities list), *Stop the Music, Original Amateur Hour* and *Cavalcade of Stars*.

Top place in radio in 1949 had been taken over by the *Lux Radio Theatre*, with Mr. Godfrey's *Talent Scouts* second. Bob Hope had dropped to 13th.

In 1950, Nielsen, which had taken over from Hooper, felt called upon to say that "Television is a fast growing youth; radio remains a healthy adult." Tallulah Bankhead was blatantly defying tv with her spectacular Sunday night program. *The Big Show* on NBC. Mr. Berle was still top banana among the youths. In seventh place was a comer: *Your Show of Shows*, starring Sid Caesar and Imogene Coca.

Jack Benny, who had been in and out of the top radio position for years, was in again in 1951. He was accompanied by most of the by-now familiars, with the addition of Horace Heidt and *Suspense*.

A surprise entry captured the affection of tv audiences in this period. Bishop Fulton Sheen, matched on DuMont against Milton Berle on NBC, gave the comedian a stiff battle for share of audience. The bishop was an immediate sensation, and quickly garnered every honor in the book for that program type.

Edward R. Murrow, one of radio's top newsmen, became the pioneer of a new type of journalism, the television documentary. His *See It Now* set the standard for others to follow.

By 1952 Mr. Berle's unquestioned dominance of first spot in tv ratings was being challenged by Lucille Ball of *I Love Lucy*. The ratings for that year began to take on the form they hold today. The leaders: *Colgate Comedy Hour, You Bet Your Life*, the Godfrey programs, and *What's My Line*, among others.

In December of 1953, the FCC approved compatible color standards. NBC, out to pioneer the technique, soon introduced Pat Weaver's "spectaculars" to the art form. They marked the big break from the half-hour and hour standards of the past, and made it legitimate to tailor the time to the program, not vice versa. This also was the first major departure from the regularly scheduled, running series; now the network picked the biggest stars it could find to run on a one-shot basis. Perhaps the most spectacular of all was the Mary Martin *Peter Pan*, which captured the largest tv audiences in history during its two performances.

Two other major tv departures can be traced to NBC. The early-morning television show (Dave Garroway's *Today*), which became one of the network's biggest money makers at hours when tv was thought to be unable to compete with radio. It later, in 1954, did the same thing at the other end of the day—Steve Allen's *Tonight*.

Miss Ball, in turn, had to give way in part to Jack Webb's *Dragnet* in 1953. The "veterans" still had their hold in the ratings, but new names like Jackie Gleason were beginning to be felt, and Ed Sullivan was beginning to dig into the Colgate Sunday night audience.

The Sullivan Show made it official in 1954, jumping with increased frequency into first place over *Lucy, Dragnet* and the other leaders. That year also saw freshman Walt Disney leap overnight into prominence with his *Disneyland* series. Also spectacular was the appearance of George Gobel, who quickly took all comedy awards of the year.

The 1955-56 season was the year of the giveways, with the *$64,000 Question* bursting on the scene to become unquestionably the biggest thing of the year. It was followed rapidly by other big money shows—*The Big Surprise* and the *$64,000 Challenge*, to name two. To Jackie Gleason, who previously held an unchallenged foothold on Saturday night, it was the year of Perry Como, opposing him on NBC and steadily gaining big audiences.

For several stars the past 25 years have been steadily successful —Jack Benny and Burns & Allen are notable for having stayed there through the years. For others success has been less permanent, and with the rapidity of things television, threatens to be even more so as audiences and the almost incredible pace becomes more demanding.

FIBBER MCGEE & MOLLY

BEN BERNIE

JACKIE GLEASON

BURNS & CROSBY

MARIE (IRMA) WILSON

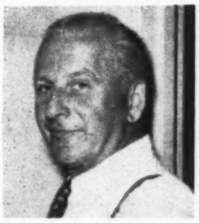
GEORGE BURNS & GRACIE ALLEN

THESE KIDS GREW UP TOGETHER!

EARL C. REINEKE

SOL TAISHOFF

Earl C. Reineke, founder and president of WDAY and WDAY-TV, the oldest broadcasting station in the northwest, congratulates Sol Taishoff, co-founder and president of Broadcasting-Telecasting, the oldest trade paper serving the broadcasting industry.


MAURY LONG

Earl Reineke likes to think that native Fargoan, B-T V. P. Maury Long, (Left Fargo 1929) was inspired to enter the broadcasting field through his exposure to WDAY.

Represented Nationally by Peters, Griffin, Woodward, Inc.

NBC-TV   ABC-TV   NBC Radio

HOW GENERAL MILLS SPENDS ITS $24 MILLION AIR BUDGET

WHAT do General Mills advertising people think about when they set out to spend $24 million a year in media? What do they think of radio? Television? Color tv? Soap operas, sports and a host of other broadcast topics?

B•T wondered, so Senior Editor J. Frank Beatty went to Minneapolis headquarters of General Mills. The following is recorded interview with Lowry Crites, who has been with General Mills nearly three decades as a sales and advertising executive. Mr. Crites currently is advertising manager for cereals.

Q: What is the overall General Mills' media budget this year?

A: According to the trade papers, we show up in the neighborhood of $24 million.

Q: Can you give an approximate breakdown of that budget by media—radio, television, newspapers, magazines?

A: It is about 50-50—50% broadcasting-telecasting and 50% print. The radio side has declined in the past four to five years but we still use a substantial amount of radio. Tv, of course, has shot much ahead.

Q: Do you find radio effective?

A: Yes. At certain times and for certain jobs we firmly believe in radio.

Q: Where do you find radio particularly effective?

A: Right now, for example, we're using radio on Family Flour and in this past calendar year we used close to six months on one of our cereals. Radio isn't limited to a particular product.

Q: How do you find radio on a cost-per-thousand basis?

A: Radio has always been among the foremost in media on a cost-per-thousand basis.

Q: Do you use network radio now?

A: No, right now we aren't. During the first six months of this calendar year we had *Lone Ranger* on five days a week on NBC. At the current time and for the balance of this calendar year, it's mostly spot.

Q: How do you buy spot radio?

A: It depends on the problem. When radio can be used economically and effectively to reach a market, it is employed. In some areas and at some times of the day, radio continues to be a dominant medium.

Q: What type of a program do you use to reach farmers?

A: We seek the best availability, naturally. I think most people, if they're trying to reach the rural market, would tend toward news or marketing quotations, things of that nature. But we don't

Pay less to sell the
SOUTH BEND-ELKHART
UHF* market on

"A" Time	WSJV	Station B	Station C
1 Hour	$300	$500	$400
½ Hour	$180	$300	$240
5 Min.	$ 90	$125	$100
E.R.P.	250,000 watts	185,000 watts	204,000 watts

WSJV-TV
South Bend — Elkhart
ABC — Channel 52

Paul C. Brines
Station Director
Elkhart 52, Ind.

2nd Market in Indiana for income and SALES!

This is solid UHF— 215,814 UHF sets!

$ Your dollars buy a stronger run on WSJV. COMPARE!

See your H-R Man for full facts!

the first 24 years were the greatest

Twenty-four years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Geyer (Flint's Mr. Music), was on hand from the beginning with organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of light and easy conversation that strikes the local fancy. It's the same kind of show that started 24 years ago. About the only thing really different is a full complement of commercials. Flint sponsors discovered the boys could sell. Then national sponsors found this old, accepted show a sure way to open doors here in Flint. It can do the same for you each weekday from 12:30 to 1:30 P.M. Katz has all the details.

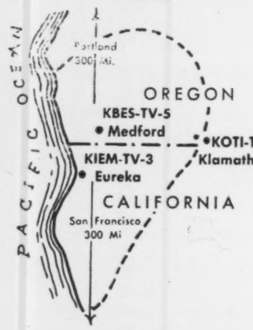
wfdf

the nbc affiliate in flint, michigan

represented nationally by the KATZ AGENCY

Associated with:
WFBM AM & TV Indianapolis
—WOOD AM & TV
Grand Rapids—WTCN
AM & TV Minneapolis-
St. Paul

THE **CALIF.-ORE. TV TRIO**



the *Smullin* TV Stations

KOTI CHANNEL **2** Klamath Falls, Ore. CBS

KIEM CHANNEL **3** Eureka, Calif.

KBES CHANNEL **5** Medford, Ore.

CBS NBC ABC

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

three markets-one billing

MARKET FACTS

POPULATION	337,550
FAMILIES	149,981
ESTIMATED PROJECTION TV FAMILIES	93,405
RETAIL SALES	$446,231,000
CONSUMER SPENDABLE INCOME	$565,162,000

for CALIF.-ORE. TV TRIO call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

emphasize that. It depends upon the availability and the compatibility of the show to the product advertised.

Q: Do you give agencies a lot of latitude in how they spend the spot money?

A: Normally, yes. Naturally we impose budget restrictions and business safeguards. We might put some overall restrictions on it, but the matter of taking up an availability or not—that's pretty much their decision.

Q: How about your distributors and wholesalers and jobbers? If you have a radio campaign, do you tell them about it?

A: Yes. We are merchandising minded. All advertising is aggressively promoted by salesmen through the chain of distribution.

Q: Do you find that radio stations cooperate with distribution outlets? If they are carrying a General Mills' campaign, for example?

A: Yes, as far as I know they cooperate very well. They often send out letters and post cards and other promotional pieces to the various dealers.

Q: Do you find instances where radio does not cooperate?

A: No, not to the best of my knowledge. And I think that would be particularly true on spot buys—that they would cooperate.

Q: Do you ever say, "If only radio stations would do such and such or do this and that, how much better it would be"?

A: After the first couple of years that television came in, radio had a pretty hard time. I believe most radio stations became very conscious of the merchandising aspects of their medium. And while there may have been some evils a few years ago, to the best of my knowledge that's not true today. I think competitively they were, you might say, forced into it.

Q: What television are you buying now?

A: Most of our television is on a network basis. We have three daytime shows or portions of daytime shows. We have part of *Garry Moore* in the morning on CBS. We have *Valiant Lady*, the dramatic serial which goes back to the days of radio, and then we have a part of *Bob Crosby* on CBS in the afternoon. In the kid show serial area, we have *Tales of Texas Rangers* on Saturday mornings on CBS, *Lone Ranger* Saturday morning on CBS, *Lone Ranger* Thursday evening on ABC, *Wyatt Earp* Tuesday evening on ABC, *Mickey Mouse Club* Wednesand Friday afternoons on ABC and *Burns and Allen* Monday night on CBS. We are also just getting ready to put on a new show, which will start in early November, called *The Giant Step*—that's one of the quiz shows produced by the Lou Cowan organization. Then we are using some spot television. We have a series of spot buys in various parts of the country

Q: What about the criticism of the soap opera?

A: I have always personally felt that it is rather unfairly criticized. We've always had very good successs with soap operas on radio and we're having reasonably good success today. We also like to have personality programs as well. But I think soap operas have been subjected to unjust criticism, particularly from an advertising viewpoint.

Q: In General Mills' advertising department, how do you keep track of what happens to the money you are spending?

A: We usually subscribe to most of the important research services that are available. Our agencies buy them, too. Out of four agencies, I'm sure the majority of them are covered. We supplement these services with a variety of research projects. But the payoff is always in sales—profitable sales.

Q: Do you develop your own market statistics?

A: Yes, we subscribe to MRCA and some of the commercial services and then inevitably there are some questions or certain problems that arise that can't be answered or answered only in part by existing services. Therefore, we do quite a bit of our own research; and obviously we maintain detailed records of product performance.

Q: If you are a planning a campaign, say for Cheerios, do you have anything pretty definite in mind before you talk to the agency?

A: That would be Dancer-Fitzgerald-Sample. There I assume that you are talking about a product which has been in existence. By that time the agency is pretty well aware of the inherent attributes of the product. We have naturally followed the progress of the product during the year and have formed our opinion of certain areas of strength and/or weaknesses. These we point out to the agency for their consideration for future planning.

When we start them out on a new product, for example, we have sessions with our research people, nutritional experts, home economists—everybody who can tell them something about the product. Then from marketing-strategy viewpoint and from a creative viewpoint, it's pretty much up to the agency.

Q: What qualities do you look for in a radio station if you're buying, say, a spot campaign?

A: I don't think you can generalize. There are times when you want a highly urban station and other times when you may want an entirely rural station; there are still other times when you want a 50,000 watt clear channel station to cover the universe—it depends on what you're up against. Every station has a place in the scheme of things and it even goes broader than that—every medium has. It depends on what you're up against and what you're trying to accomplish and what the objectives are.

Q: Do you have any products where you use only one medium?

A: I don't recall any. Every product has at least two or more media.

Q: What is your general media philosophy?

A: We look at it in terms of the individual product, what market we're trying to reach, what type of people we're trying to reach, what we think the sales points are in regard to that product, how best to put those sales points over. For example, if demonstration is important, certainly television would come to mind as an ideal medium to get over a demonstration.

Q: Ten years ago General Mills was spending $5 million in radio. Are you spending that much in radio now?

A: I am sure that it is less than that now. As you know, we don't reveal information

Congratulations to

BROADCASTING-TELECASTING

for 25 years of service

to the

broadcasting industry

WLW *Radio*
WLW-A *Atlanta*
WLW-C *Columbus*
WLW-D *Dayton*
WLW-T *Cincinnati*

Crosley Broadcasting Corporation, a division of AVCO Manufacturing Corporation

of this type, but I imagine you can get a pretty fair idea from trade paper records.

Q: Has television money come out of radio, out of newspapers or is it new money?

A: Some television money has probably originated from each of our other media. However, I doubt that this move has resulted in less dollars for most of the media, since new money enters the picture importantly.

Q: How is your advertising department organized?

A: First of all we have Samuel C. Gale as a consultant. Jim Fish, director of advertising, operates in a staff capacity and as coordinator. Then we operate on a decentralized basis with several different divisions, each having its own advertising department if it is large enough.

Q: What is the composition of the division? Is it based on product, or what?

A: It's based on realms or areas. For example, the grocery products division, generally speaking, covers items sold through grocery stores where mass consumers are a tremendously important factor. That's the particular area I happen to be in and it is headed by Cliff Samuelson, director of advertising for the grocery products division. Then beneath Cliff we go two ways: We have four advertising managers who are in charge of groups of products. I'm in charge of the cereals. We have Ken Steele, in charge of flours, Jerry Souers, in charge of Betty Crocker mixes, and Jack Matthes, in charge of baking mixes. These men are in charge of the advertising in those particular areas.

Q: How about premiums?

A: We have used premiums extensively over the post-war era.

Q: Do you have any current premium offers?

A: We probably have 15 or 20 breaking currently on one product or another.

Q: Do you promote premiums in all media?

A: Yes, that's the usual thing—all media we're using on the product.

Q: Do you recall any early impressions you had of radio?

A: I will never forget the first few rate cards I went through and how terribly complicated I thought they were at the time. I can remember that distinctly.

Q: Do you still think they're complicated?

A: I'll put it this way, I don't think they're any worse and maybe they've been simplified some.

Q: Should they be simplified?

A: It seems to me they have been simplified. I recall, maybe seven or eight or more years ago and maybe you at B.T were partially responsible or maybe it was the NARTB or whatever the initials were at that time—there was a drive on for uniformity, which was the big thing. At one time everybody's rate card was based on a different principle. It's my impression—I haven't worked with it for quite some time—there have been big steps toward uniformity. Uniformity was the greatest simplification that could have been made, because you could learn any one but learning all of them was difficult.

Q: Do you think nighttime radio is effective since the advent of television?

A: Certainly I think it's effective.

Q: General Mills has been in radio now 30 years—1926 to 1956. It has been active in television almost since the start.

A: I think we entered television—that is in a commercial way—in 1949. We had some experimental things going before that.

Q: Where?

A: As I recall it, several years prior to 1949 we had some Blackhawk Hockey games out of Chicago.

Q: Does General Mills use much sports?

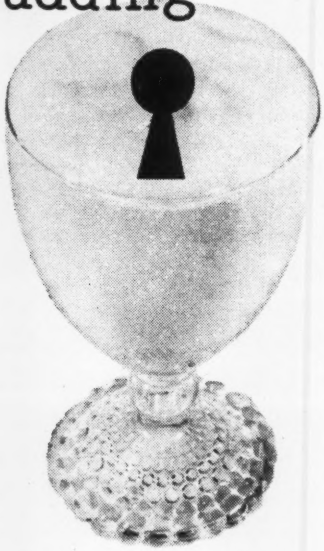
A: No. We haven't used sports a great deal since a year or two after the war.

Q: Did you use sports before the war?

A: We used lots of baseball for Wheaties at one time. We were probably the biggest baseball sponsor.

As I recall, and I believe the records will support me, Washburn Crosby Co., predecessor to General Mills, bought the old WLAG Minneapolis in 1924, changing the call letters to WCCO after the company title. In 1926 Earl Gammons succeeded Henry Adams Bellows, both of whom later became CBS vice presidents, as WCCO manager. Earl developed the first singing commercial, "Have you tried Wheaties?" Sam Gale was director of advertising. When it was found that Wheaties sales had declined except in the WCCO area, General Mills went into network radio. The *Skippy* series was followed by a pioneer daytime serial—*Betty and Bob*—with Frank Hummert, of Blackett-Sample-Hummert, the guiding genius. *Jack Armstrong* replaced *Skippy* and baseball games were sponsored on 67 stations.

Q: And Wheaties sales increased?



the proof

is
in
the
pudding

In this era of 10-day trials and taste-tests, people like to be shown! They like conclusive proof ...and that proof is only in the pudding. The July 1956 Washington Area Conlan report shows WITN with a 51.3% share of audience in the afternoon and 45.7% share at night ...a jack-rabbit leap from the January Pulse that was taken after WITN was 90 days old. But hold on... there is a lot more to come. WITN has double the NBC shows of a year ago. More proof is coming... just watch WITN's smoke in the ARB study this fall!

witn channel 7 NBC

serving eastern north carolina / transmitter at grifton, n. c. / studios & offices at washington, n. c. / 919 foot tower / 316,000 watts / over 150,000 sets in the market / headley-reed company, representatives

25

Congratulations and Best Wishes

TO BROADCASTING—TELECASTING MAGAZINE

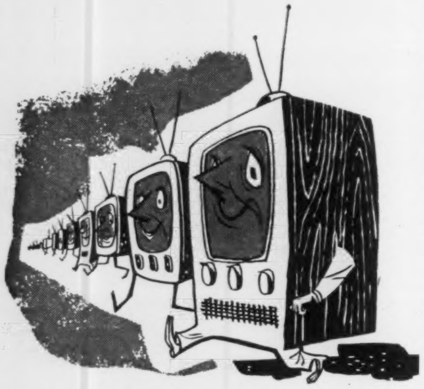
FROM

ZIV TELEVISION PROGRAMS, INC.
ZIV RADIO PRODUCTIONS, INC.
WORLD BROADCASTING SYSTEM, INC.

NEW YORK CHICAGO CINCINNATI HOLLYWOOD

NOW...More than

300,000 SETS



in the WFLA-TV SALES AREA

WFLA-TV delivers unduplicated NBC live programming in its 100-mile radius, plus strong local programs packed with showmanship.

WFLA-TV gets your message into an area with 301,900* television homes---and where retail sales surged to more than a billion and a quarter dollars last year.

Call your BLAIR-TV man for top rated availabilities in . . .

FLORIDA'S 2nd MARKET

wfla-tv channel 8
TAMPA · ST. PETERSBURG
NBC Basic INTERCONNECTED
NBC

*Telepluse, Nov.-Dec., 1955
National Representative—BLAIR-TV Inc.

A: Fast, especially after Knox Reeves invented the phrase "Breakfast of Champions." Wheaties and radio grew up together.

Q: Having been in radio 30 years, can you look ahead, can you see any trends in radio in the future?

A: Radio has reached and passed its low spot. Just based on local observation here in the Twin Cities, it seems to me that the stations are doing a very good job in programming, which represents an improvement over past practices from the standpoint of reaching an audience.

Q: Do you think radio has reached a peak in ingenuity and in development of ideas? Do you think that there will be new programming techniques or better management? Do you think that radio will continue to progress?

A: I'm not going to be put in the position of the fellow in the patent office—who was it in 1850?—who said that everything had been invented. With my long association with the people in the radio industry, I know there are going to be plenty of new things coming up and all kinds of ingenuity and new twists, I'm certain of it.

Q: Have you become interested in color tv?

A: Yes, we have been interested in color television. I should think any food advertiser would be interested in color with the appetite aspects of it as well as the program aspects of it.

Q: You're thinking in terms of a package of Cheerios?

A: I'm thinking about the ability to show a luscious cake in all of its actual color and to make people hungry when you put one of those commercials on the air. That's the commercial aspect of it. Many programs, perhaps all types, will be better in color. I am thinking about the *Lone Ranger*, the outdoor western, which to me is kind of a natural in the field of color.

Q: Have you done any research on packaging with color in mind?

A: Yes, we started some three or four years ago—televising our present packages in color to see how they came over.

Q: Do you anticipate you may redesign packages to meet color specifications?

A: Well, I doubt that it is necessary. My guess is that we might have to redesign the package that appears in front of the camera to get a projected image equal to that on the grocer's shelf.

THE NEVER-ENDING SERIALS

THEY'VE been sniping nearly three decades at one of broadcasting's more controversial art forms, the soap opera, but like the plots of these five-weekly serials, the programs go on and on.

Seven national radio and tv networks now show not more than two dozen daytime dramas compared to over two score a decade ago prior to television's advent. Some of the serials haven't changed since pre-World War II days other than to add vision to the sound. Others have new names or partly new story lines.

The serials have survived some of the roughest and loudest criticism heard on the sociological front. These slow-moving accounts of life in average surroundings have been called everything from an affront to the average woman's intelligence to a slough of slimy infidelity.

With all the shooting, the stories have held ratings that hold sponsor interest and bring regular renewals. A decade-and-a-half ago the popular sport of soap-opera shooting was at a peak. Women's clubs resoluted furiously, with the charge often heard that meetings were adjourned in time to allow members to get home in time to catch their favorite dramas.

Chicago spawned the earliest soaps. Mrs. Gertrude Berg, Elaine Carrington, Irma Phillips, Paul Rhymer and Frank Hummert operated opera factories that got underway, mostly around Michigan Ave., in the late 20s and early 30s. Mr. Hummert, flanked by Mrs. Anne S. Ashenhurst and Robert D. Andrews, sparked the Blackett-Sample-Hummert production line.

Their typewriters and dictating facilities turned out *Vic & Sade, Myrt & Marge, Pepper Young's Family, Rosemary, When a Girl Marries, Women in White, Right to Happiness, Young Dr. Malone, Guiding Light. Just Plain Bill, Lonely Woman* and many others in enormous quantities.

First major achievement of the soap opera—named, of couse, after the Procter & Gamble, Lever and Colgate underwriting—was to popularize daytime radio. Women did the breakfast dishes, fed the baby, dusted the chairs and ate lunch while the elements of ordinary living were unfolded through loudspeakers.

Stolen husbands, harried doctors, anxious wives and troubled children moved in and out of difficult situations, at a leisurely pace. Delicately handled infidelity became acceptable as well as inherent in many of the plots. It's a troubled world, judging by these stories, with few humorous moments. Because women at home have their own troubles, the serials provide an escape and an aura of diversionary suspense and misery that many psychologists now concede can help them through personal miseries. Their outrage at the unjust accusation of murder against the obviously innocent young swain can be helpful, this school contends.

Networks themselves have occasionally disclaimed and abandoned serials with zeal and flourish, only to re-accept them into their schedules after scanning a few program rating reports. A decade or so back ABC ranted eloquently, if ineffectively, about the soap opera but soon its salesmen were offering once again its nationwide facilities to sponsors of five-weekly drama.

So long as women have home problems, it's likely their road to happiness will be paved with the woes of Helen Trent and illuminated by the guiding light of indomitable heroines triumphing over adversity.

CONGRATULATIONS
BROADCASTING MAGAZINE

on your 25th Anniversary!

Back in 1931, when Broadcasting Magazine made its first appearance, the WLS NATIONAL BARN DANCE was already eight years old and the Midwest's most popular program. The very next year, 1932, to meet the demands of listeners who wanted to see the show, WLS took over Chicago's 8th Street Theatre to broadcast the program before two capacity paying audiences every Saturday night. That's when everybody said it couldn't last and no one would pay to see a radio show!

Well, WLS listeners have been coming and paying every Saturday since... 2,572,030 of them to date. And the perennially popular WLS NATIONAL BARN DANCE, with its successful formula of genuine neighborliness and old-fashioned merriment, still draws the greatest listening audience of any Chicago station every Saturday night.

(For proof, see figures from a recent Pulse Survey in 164 Counties of the WLS Major Coverage Area.)

We're wishing for Broadcasting Magazine another twenty-five years of success in its service to our industry. We plan to be around to greet you on your Golden Anniversary with radio's oldest, most popular program, the WLS NATIONAL BARN DANCE.

SATURDAY NIGHT PULSE AREA REPORT for June, 1956

	WLS	Station A	Station B	Station C	Station D
7:30 P.M.	4.5	2.0	1.0	1.3	.8
8:00 P.M.	4.5	1.8	1.5	1.3	.5
8:30 P.M.	5.0	1.0	2.5	1.0	1.0
9:00 P.M.	4.8	1.5	1.8	.8	.3
9:30 P.M.	5.5	1.8	1.0	1.0	.5
10:00 P.M.	4.5	1.3	1.0	1.3	1.3
10:30 P.M.	4.5	1.3	1.0	.5	.3
11:00 P.M.	4.0	1.8	1.0	1.0	1.0
11:30 P.M.	2.8	1.3	.8	.3	.5

The "National Barn Dance" now available on half-hour films for TV—Call Fred Niles Productions or WLS.

Home of the National Barn Dance

WLS

CHICAGO 7

The
PRAIRIE
FARMER
STATION

890 KILOCYCLES • 50,000 WATTS • REPRESENTED BY BLAIR & COMPANY

Best TV Movie Buy in Denver!

the

TEN O'CLOCK MOVIE

on

KBTV

channel 9

You know the sensational United Artists and 20th Century Fox film packages just released to television featuring movies as recent as 1955 releases! KBTV in Denver has 'em!

These are the ONLY Feature Films starting at 10 p.m. in Denver.

Every night Monday thru Saturday

Live or film ONE MINUTE participations now available.

KBTV

channel 9

John C. Mullins, *President*
Joe Herold, *Station Manager*

Call Peters, Griffin, Woodward, Inc. or KBTV National Sales Manager John Henry at TAbor 5-6386

THE HIGHLIGHTS AND SIDELIGHTS OF RADIO-TV'S PAST 25 YEARS

THE EVENTS which have made broadcasting news during the past 25 years are of such number to defy the person who would try to catalog them. Nevertheless, B•T has attempted the task and here sets down those things which seem most significant in the perspective of today.

Some of those events are of major and profound importance. Others are less monumental. All are part of the fabric that is broadcasting in 1956.

BEFORE B•T

1895: Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.

1899 (March 27): Marconi flashed the first wireless signals across the English Channel.

1901 (Dec. 12): Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.

1906: Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.

1910 (Jan. 13): Enrico Caruso and Emmy Destinn, singing backstage at the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on *S. S. Avon* at sea and by wireless amateurs in Connecticut.

1910 (June 24): United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.

1912 (April 14): *S. S. Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men. David Sarnoff, at Marconi wireless station on Wanamaker Bldg. in New York, received signals.

1916 (Nov.): Station 2KZ, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Logwood, broadcast music between 9 and 10 p. m. daily except Sunday.

1920 (Aug. 20): Station WWJ Detroit, owned by *Detroit News,* operated a radiophone. (Regular broadcasting license issued Oct. 13, 1921.)

1920 (Nov. 2): Radio broadcasting began with KDKA Pittsburgh (Westinghouse Co.) sending out the Harding-Cox election returns.

1921 (July 2): Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.

1922: The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.

1922 (Sept. 7): Station WEAF New York broadcast the first commercially sponsored program of the Queensborough Corp., a real estate organization.

1923 (Jan. 4): The first "chain" broadcast featured a telephone tieup between WEAF New York and WNAC Boston.

1923: A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1923 (June): The first multiple station hookup by wire featured WEAF New York; WGY Schenectady; KDKA Pittsburgh and KYW Chicago.

1924: Republican convention at Cleveland and Democratic convention at New York were broadcast for the first time over nationwide networks.

1924 (Nov. 30): Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.

1925: Coolidge inaugural was broadcast by 24 stations in transcontinental network.

1926 (Feb. 23): President Coolidge signed the Dill-White Radio Bill that created the Federal Radio Commission and ended chaos caused by wild growth of broadcasting.

1926 (Nov. 1): National Broadcasting Co. was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth as president. Headquarters were established at 711 Fifth Ave., New York.

1927 (March 2): Federal Radio Commission was appointed by President Coolidge; Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.

1927 (Sept. 18): Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.

1929 (Jan. 3): William S. Paley elected president of the Columbia Broadcasting System.

1929 (Nov. 18): Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.

1930 (July 30): Experimental television transmitter W2XBS opened by National Broadcasting Co. in New York.

1931 (July 21): Experimental television station W2XAB opened by Columbia Broadcasting System in New York.

1931

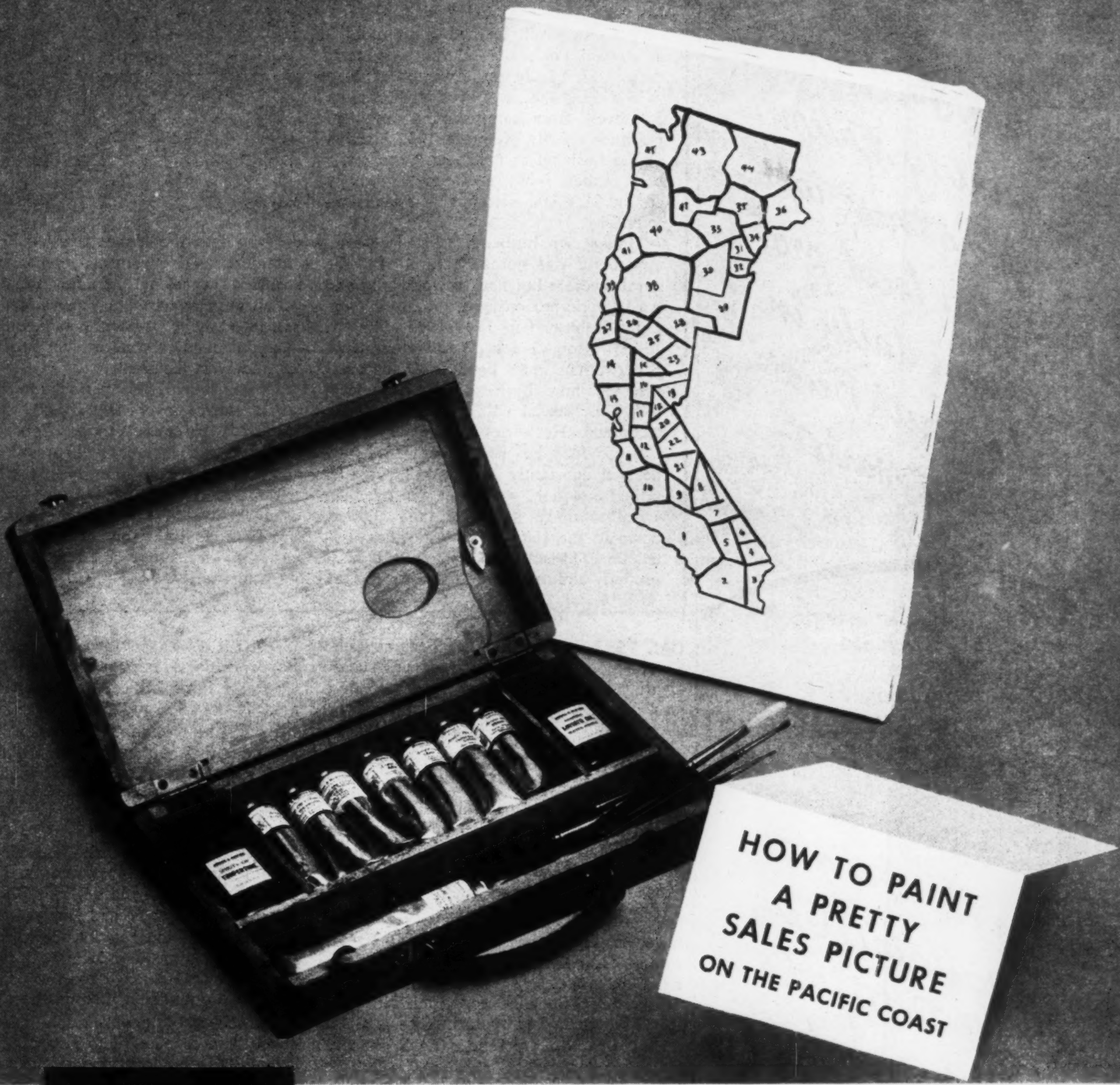
[*NOTE: Events are listed by date of publication in B•T.*]

Oct. 15: First issue of BROADCASTING magazine appears.

Oct. 15: "Broadcasting in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by a selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed." *Walter J. Damm, president, National Assn. of Broadcasters, in his message to the 1931 annual NAB convention.*

Oct. 15: Federal Radio Commission grants full power (50 kw) to nine stations, making a total of 23 outlets now authorized for full-power operation out of 40 clear channel stations.

Don Lee's Do-it-yourself Hints


HOW TO PAINT
A PRETTY
SALES PICTURE
ON THE PACIFIC COAST

Mutual
DON LEE
RADIO

1313 North Vine Street
Hollywood 28, California

With its population almost 18 million, and with its very high per capita income, you can paint a beautiful sales picture of the Pacific Coast, *if* you reach all the people. No matter what other media you may use, Don Lee (and only Don Lee) with its 45-station radio network, will add the broad base you need for complete coverage of the Pacific Coast.

DON LEE IS PACIFIC COAST RADIO

Represented nationally by H-R Representatives, Inc.

5000 W
LOS ANGELES KHJ
930 KC
5000 W
SAN FRANCISCO KFRC
610 KC

To make money in the West's two largest most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

Memo from
Bernard C. Barth

FYI -

WNDU-TV, the quality station, offers these top-rated local programs daily in the South Bend-Elkhart Market -

4:30 My Little Margie
5:00 Li'l Rascals
5:50 Take Ten
6:00 Texas Rangers

For these choice availabilities, call Petry & Co. To-day!

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

NBC

WNDU·TV
CHANNEL 46

TALENT FEES AND PHILANTHROPY

THE ease of delivery and the intimate approach which won Mrs. Eleanor Roosevelt wide compliments on her televised address at the 1956 Democratic national convention did not come from coaching by her late husband; nor did it come from her various political activities.

Mrs. Roosevelt learned from radio—as a paid performer—during her early days as First Lady in the White House.

The noted widow of President Franklin Roosevelt, from her first paid radio appearance shortly after the 1932 election of her husband as President up to 1940, had earned what is estimated to be around $150,000—although she gave it all to charity.

Unlike her husband, Mrs. Roosevelt apparently was not a "natural" for the aural medium but had to work long and hard for perfection, according to a biography published in 1940 [B•T, Nov. 1, 1940]. Ruby Black, Washington newspaperwoman, in her book, *Eleanor Roosevelt,* tells how the First Lady from 1934 to 1939 "was slowly acquiring a radio technique. Her series for the Selby Shoe Co. provided her best training. She rehearsed constantly and faithfully, under skilled direction, went over and over her script to make it fit the time allotted, down to the last second. She also took lessons in speech to learn how to breathe properly and to keep her voice from skidding up into the higher registers." Her contracts as a women's commentator specified occasional remote broadcasts which were made from various locations and often she went back to radio stations at midnight to rebroadcast her programs for the West Coast.

During the 1934-39 period, Mrs. Roosevelt turned over $99,410.03 to the American Friends' Service Committee. This did not include a 13-week series she completed in 1940 on NBC for Manhattan Soap Co., from which income after tax was distributed to charities of her own choosing, nor her earlier broadcast activities, proceeds from which also went to charity.

Oct. 15: NBC and CBS ask Federal Radio Commission to modify rule requiring station identification announcements every 15 minutes.

Nov. 1: Harry Shaw, WMT Waterloo, Iowa, is elected NAB president for ensuing year.

Nov. 1: U. S. and Canadian stations complain of interference from high-power Mexican border stations, Mexico not being a party to the "gentlemen's agreement" between Canada and the U. S. for non-conflicting frequency assignments.

Nov. 1: NBC forms two Pacific Coast networks—Orange, comprising KGO Oakland, KFI Los Angeles, KGW Portland, KOMO Seattle, KHQ Spokane, and Gold, with KPO San Francisco, KECA Los Angeles, KEX Portland, KJR Seattle and KGA Spokane.

Nov. 1: Pursuant to zone and state quota system of station allocations ordered by the Davis amendment to the Federal Radio Act of 1927, the Radio Commission orders WIBO and WPCC Chicago off the air and assigns 560 kc, on which they share time, to WJKS Gary, Ind.

Dec. 1: Two of every five U. S. households owned radios on April 1, 1930, U. S. Census Bureau reports: 12,078,345 radio families out of total of 29,980,146.

Dec. 15: FRC revises rules to require station break announcements only every 30 minutes and to permit identification of reproduced music in any "clear" language. Also provides for granting applications without hearings.

Dec. 15: Chicago stations, meeting with Better Business Bureau, agree to drop exaggerated and misleading advertising, to abide by NAB Standards of Practice.

Dec. 15: More than half of nation's stations are operating without profit, NAB President Harry Shaw tells Federal Radio Commission.

1932

Jan. 1: James C. Petrillo, president, Chicago local, American Federation of Musicians, calls strike against city's radio stations for midnight New Year's Eve.

Jan. 1: Educational stations devote only 8% of their air time to educational programs, compared to 10% average for commercial stations, Commission records show.

Jan. 15: Senate adopts resolution ordering FRC to investigate radio advertising, study feasibility of government operation of broadcasting along European lines.

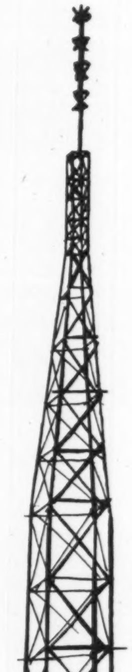
Jan. 15: Refusing to bow to Petrillo's demands, Chicago broadcasters stand firm, avert strike, win new contract on own terms.

Feb. 1: FRC adopts order requiring all applications for station licenses to include sworn statements of transfer terms, designed to stop "trafficking in wave lengths and licenses."

Feb. 15: Senate launches study to find why State Dept. has not negotiated with Mexico and Cuba to protect radio channels used by U. S. broadcasters.

Feb. 15: BBDO survey finds over 75 regular weekly transcribed programs on air for national advertisers, a 175% increase in two years.

the returns are already in from upstate Florida*



*Many *happy* returns, to BROADCASTING•TELECASTING on its 25th anniversary, from THE JOHN H. PERRY STATIONS, which cover rich northern Florida the way B•T covers the industry *(completely, effectively, and with apparent but deceptive ease)*

The JOHN H. PERRY Stations

- **WJHP-AM/FM/TV:** Jacksonville
- **WCOA:** Pensacola
- **WTMC:** Ocala
- **WDLP:** Panama City
- **WESH-TV:** Daytona Beach

Dominant Leader...

MILWAUKEE ✱
(87 MI.)
LAKE GENEVA
JANESVILLE
HARVARD
ROCKFORD
FREEPORT
BELOIT
DIXON
BELVIDERE
CHICAGO ✱
(90 MI.)

. . . in RESULTS

Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.

. . . in VIEWERSHIP

WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 3 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a far lower cost-per-thousand . . . making WREX-TV your "best buy".

market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction $25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

ROCKFORD, ILLINOIS

WREX-TV

channel 13

CBS · ABC AFFILIATIONS

telecasting in color

REPRESENTED BY

H-R TELEVISION, INC.

Feb. 15: Gross incomes of CBS and NBC in 1931 totaled $35,791,999, a gain of 33.6% over 1930.

March 1: House Committee on Patents begins investigation of ASCAP and what Committee Chairman William I. Sirovitch (D-N. Y.) termed its "racketeering" activities. New copyright legislation designed to protect broadcasters and other users of music is planned.

March 1: KSTP Minneapolis-St. Paul reports on building a model home and at the same time selling 36 half-hour broadcasts to individuals and firms participating in the construction.

March 15: CBS, NBC and New York area stations, notably WOR, go into round-the-clock operations to cover the Lindbergh kidnapping, radio's biggest spot news reporting job to date.

March 15: Samuel Clyde, director of advertising, General Mills, urges that broadcasting stations operate on standard time the year round as railroads do, eliminating the semi-annual time change which he called "the one big drawback" in radio advertising.

March 15: William S. Paley, CBS president, and associates buy the half interest in the network held by Paramount-Publix Corp., giving them complete ownership of the network.

March 15: Lehn & Fink, in daring experiment, puts complete 1932 advertising budget of Pebeco tooth paste into radio.

March 15: KNX signs three-year contract with United Press for wire service for four broadcasts a day plus "extras" as necessary.

April 1: WFLA-WSUN Clearwater, Fla., installs country's first directional antenna, designed by Raymond Wilmotte, "British authority on transmitting aerials."

April 15: ASCAP boosts copyright fees to broadcasters 300%, to 5% of gross income, totaling some $3.5 million annually, compared with $960,000 for 1931.

May 1: NBC lifts ban on recorded programs for its owned and operated stations, leaving it up to judgment of the station managers, but still bars them from network use.

May 1: Rejecting ASCAP's demands, NAB sets up committee to negotiate better deal with the copyright owners, secures moratorium until Sept. 1.

June 15: Federal Radio Commission, after a six-month investigation of broadcasting, particularly its advertising activities, reports to Congress that "any plan . . . to eliminate the use of radio facilities for commercial advertising purposes, will if adopted destroy the present system of broadcasting." Advertising agencies, also queried, say that any law limiting advertising on the air to announcement of sponsorship would cause most advertisers to cease their use of radio.

July 1: State Supreme Court of Nebraska, in suit of Attorney General C. A. Sorensen against KFAB Lincoln and Richard A. Wood for allegedly libelous remarks made by Mr. Wood over KFAB during an election campaign, rules that a broadcasting station is equally liable with the speaker for libelous statements disseminated through its facilities.

July 15: To broadcast 58 hours of sessions of the two national political conventions from the Chicago Stadium, NBC cancelled 56 commercials, CBS cancelled more than a dozen.

July 15: NBC withdraws prohibition against price mentions on air during daytime hours; A&P is first advertiser to take advantage.

Aug. 1: ASCAP breaks off negotiations with NAB; prepares to start negotiations with individual stations; offers three-year contracts at 3% of net income for first year, 4% for second and 5% for third, plus annual sustaining program fees.

Aug. 1: A Broadcasting survey of free-advertising propositions currently flooding radio station mail reveals national magazines as most shameless and persistent in demands for free time on the air.

Aug. 15: Republicans allot $300,000 for radio time for the presidential campaign, two-thirds for network time, one-third for spot.

Sept. 1: NAB resumes negotiations with ASCAP, submits to demands for progressing percentage-of-income fees for music used on commercial shows, plus flat sustaining payment.

Sept. 15: CBS and NBC permit price mentions, night as well as day; again, A&P is first advertiser to broadcast prices at night.

Oct. 15: Mexican government authorizes XER, across border from Del Rio, Tex. to broadcast with 50 kw; NAB files protest with State Dept. asking protection from interference for U. S. broadcasters.

Oct. 15: ASCAP offers special reduced fees to newspaper-owned stations in recognition of "substantial contributions to the promotion . . . of music made by newspapers."

Oct. 15: To protect broadcasters from the dangers inherent in the Nebraska Supreme Court ruling on radio libel, John W. Guilder, acting chairman of the committee on communications, American Bar Assn., advocates a rule freeing a station from liability "whenever it appears that the management of the station exercised due and reasonable care to avoid the utterance of defamation."

Nov. 1: Chrysler Corp. introduces the 1933 Plymouth Six to 75,000 salesmen via 25-city CBS hookup; insures this radio business conference for $500,000 against line break or equipment failure.

Nov. 1: Interstate Commerce Commission, dismissing complaint of Sta-Shine Co. against NBC and WGBB Freeport, New York, rules that broadcasting stations are not public utilities and that ICC therefore has no power to regulate their advertising rates.

Dec. 1: NAB St. Louis convention elects as president Alfred J. McCosker, director, WOR Newark; plans program of aggressive opposition to exhorbitant copyright fees and line charges, spearheaded by prominent public figure and supported by war chest three or four times as big as present annual income of $50,000; agrees on self regulation as best preventive of governmental interference in broadcasting.

Dec. 1: Accepting government consent decree, General Electric and Westinghouse agree to divest themselves of their stock control of RCA, which becomes a completely independent company; patent pool becomes non-exclusive, but RCA retains licensing rights to patents of GE and Westinghouse as well as its own.

1933

Jan. 1: Frederic R. Gamble, AAAA executive secretary, urges closer cooperation be-

Dear Sol:

Mazel Tov!

San Antonio Rose

1200 on your dial-channel 4

THE NIGHT THE MARTIANS LANDED

ANY doubt that network radio had become a nationwide entertainment, educational and news-dispensing medium of profound power was dispelled the evening of Oct. 30, 1938. A serious dramatic effort, "The War of the Worlds," on CBS, 8-9 p.m., drew excited attention to network radio, to young Orson Welles as producer-actor in a fantasy dealing with an invasion from Mars and to the need for caution behind the microphone.

The news bulletin and eyewitness technique of this drama plus the blending of other dramatic devices soon had many in a state of uncertainty and even hysteria. "This is the most terrifying thing I have ever witnesed," an actor shouted, describing the devastation from Martian missiles.

Had not an estimated 10 times as many sets been tuned to Edgar Bergen-Charley McCarthy on NBC, the panic would have been much worse. Before the one-hour drama had closed, Associated Press had wired all its editors and bureaus that the Martian invasion was radio fiction. But already thousands had abandoned their homes, fleeing before the Martian invasion. Police stations were busy; newspapers and radio stations everyhere had to answer as best they could until they had definite information. Telephone traffic was up around 7%, according to BROADCASTING [Nov. 15, 1938].

FCC received several hundred complaints. After considering the problem it handed down a decision dismissing complaints but advising broadcasters to avoid repetition of such incidents, with special care devoted to simulated news broadcasts. Some newspapers took advantage the chance to challenge radio's qualifications to compete in the news field. Although none stood up in court, damage suits ran to a total of $750,000, filed by citizens who claimed they were injured because of the drama.

An important lesson was taught that night—so well taught that no similar incident of importance has occured since.

---

tween agencies and broadcasters, advocates cash discount.

Jan. 15: Phonograph companies start labeling records "not licensed for radio broadcast" as move to protect their alleged property rights; Oswald F. Schuette, director of NAB copyright activities, calls move "a bluff" with no legal basis.

Feb. 1: NAB retains Newton D. Baker, Cleveland attorney who was Secretary of War during the Wilson administration, as special counsel.

Feb. 1: Foods, drugs and toiletries, and tobaccos were most-advertised products on radio networks (CBS and NBC) in 1932, when combined gross time sales totaled $39,106,776.

March 1: NAB commercial committee and AAAA radio committee agree on standard form for agency orders of radio time.

March 1: Attempted assassination of President-elect Roosevelt gets prompt radio coverage; CBS puts eye-witnesses on air within 90 minutes via special line instead of taking time to have link with Miami reversed.

March 1: KOIL Omaha creates business at depth of depression by selling time to associations of barbers, beauticians, florists, grocers, druggists and other trade groups whose members buy collectively what they can't afford individually.

March 15: Radio places full facilities at disposal of Roosevelt administration during banking crisis; largest audience in history reported for President Roosevelt's CBS-NBC broadcast on plans to reopen the nation's banks.

March 15: Canadian Radio Commission acquires its first three stations, CNRA Moncton, N.B.; CNRO Ottawa, Ont., and CNRV Vancouver, formerly owned by Canadian National Railways.

April 1: Post Office modifies rules so stations can forward fan mail to sponsors in bulk without paying additional first class fees.

April 1: NBC discontinues its Pacific Coast Gold network to save line costs; Orange network continues, absorbing some Gold programs.

April 1: Southern California broadcasters carry on amid wreckage to keep nation informed of effects of earthquake.

April 15: NAB organizes Radio Program Foundation to make available for broadcasting the copyrighted works of non-ASCAP composers and publishers.

April 15: Federal District Court in Sioux Falls, S.D., grants Associated Press permanent injunction against unauthorized broadcasting of AP news by KSOO Sioux Falls.

May 1: AP membership votes to ban network broadcasts of AP news and to curtail local broadcasts to bulletins at stipulated times with air credit to member newspaper, which is to pay an extra broadcast assessment.

May 1: American Newspaper Publishers Assn. annual meeting resolves that radio logs are advertising and should be published only if paid for.

May 15: Federal Radio Commission is granted absolute power in distributing radio facilities by Supreme Court ruling upholding Commission's decision to delete WIBO and WPCC Chicago (overquota by the current allocation plan) and give the 560 kc regional channel to WJKS Gary, Ind.

May 15: News on air is undiminished as UP and INS fail to follow AP's example; networks establish own correspondents in key cities; President again uses combined CBS-NBC networks for second "fireside chat," phrase coined by Harry Butcher, CBS Washington.

July 1: NAB-sponsored Radio Program Foundation acquires broadcast rights to Ricordi catalog of 123,000 compositions; offers package to member stations at rates of $2.50 to $25 a month.

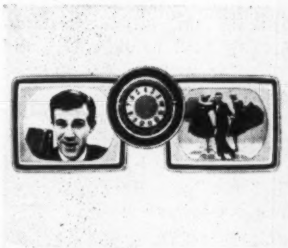
July 1: George B. Storer, president, CKLW Detroit-Windsor, heads Point-O-Purchase Broadcasting System, which plans to install radio receivers in grocery and drug stores to receive programs broadcast by Point-O-Purchase during peak shopping hours and so provide "the missing link between manufacturer and consumer."

Aug. 1: National Recovery Administration program involves broadcasters two ways: as employers and as operators of a medium which can publicize the program. NAB sends questionnaire to all broadcasters on employment practices, appoints advisory

NOW

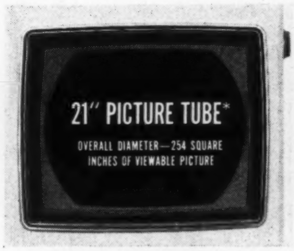
is the time to buy color television

Color TV is here! It's right and it's ready. You can now see Color Every Night —and RCA Victor "Living Color" TV sets are now priced within the reach of every family! Here's the full story:



Like 2 sets in 1! You get Color and all black-and-white shows, too!

This is RCA Victor Compatible Color TV! You see all the great Color shows in "Living Color" . . . regular programs in clear, crisp black-and-white. With Big Color, you see *everything*.



Big-as-life 21-inch picture tube— overall diameter.

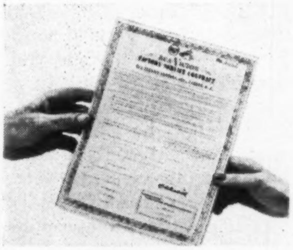
Actually 254 square inches of viewable picture area. And every inch a masterpiece of "Living Color". Here are the most natural tones you've ever seen—on a big-as-life screen!

Color every night—right now! Something for everyone!

You'll have "two on the aisle" for the best shows ever—drama, comedies, Spectaculars, children's shows, local telecasts. For now 216 TV stations are equipped to telecast Color.

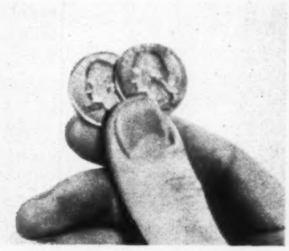
Big Color TV is so easy to tune, even a child can do it!

Turn two color knobs and there's your Big Color picture! It's easy, quick, accurate. You're in for a new thrill when the picture pops onto the screen in glowing "Living Color".



Practical and trouble-free! Service is low-cost and dependable!

Big Color is *dependable* Color. And RCA Factory Service is available in most areas (but only to RCA Victor owners) at *new low cost.* $39.95 covers installation and service for 90 days.

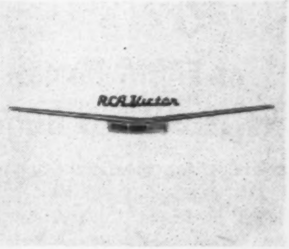


Color TV is a common-sense investment—costs only a few cents a day.

It's sure to become the standard in home entertainment for years to come—yet you can enjoy Color every night *right now!* And you can buy on easy budget terms.

Now starts at $495—no more than once paid for black-and-white.

This is the lowest price for Big Color TV in RCA Victor history! There are 10 stunning Big Color sets to choose from—table, consolette, luxurious, lowboys, and consoles, too.



Make sure the Color TV you buy carries this symbol of quality.

RCA pioneered and developed Compatible Color television. Because of this unique experience, RCA Victor Big Color TV —like RCA Victor black-and-white—is First Choice in TV.

There will never be a better time than now to buy Big Color TV

Be among the first to enjoy television's greatest advance in 20 years

Manufacturer's nationally advertised VHF list price subject to change.

RCA

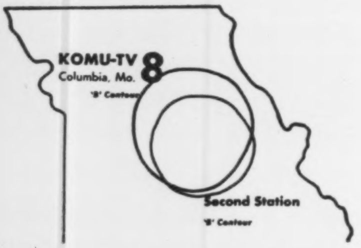
RADIO CORPORATION OF AMERICA
Electronics for Living

Buy the

BIG STATION

Columbia (and Jefferson City)
Plus ALL of Mid-Missouri
With ONE BUY: KOMU-TV

1. Dominant Coverage



2. Lower Cost per M

Time cost per thousand per commercial minute (PULSE, February, 1956):

Average Evening Quarter Hour:
KOMU-TV $1.32
Second Station $2.16
Average Non-Network Evening Half Hour:
KOMU-TV $1.38
Second Station $2.37
Average Afternoon Quarter Hour:
KOMU-TV $2.59
Second Station $3.05

3. High Penetration

67 %
of FARM Homes
are TELEVISION HOMES

Farm television saturation determined by 242 personal interviews of farm families in Boone County, April-July, 1956. Study conducted by Rural Sociology Department, University of Missouri College of Agriculture.

123,000-PLUS
Families . . . Yours on

KOMU-TV 8
Columbia, Mo.
Gibson 2-1122 — or call your H-R man

committee to work with William B. Dolph, former RCA Photophone salesman, now in charge of radio publicity for NRA.

Aug. 15: First North American Radio Conference breaks up when Mexico refuses to budge from demands for 12 clear channels; interference problems foreseen as Latin American countries, not bound by any international agreements, are free to use whatever frequencies they desire.

Sept. 1: Rate cutting, per inquiry business, song plugging, excessive coverage claims, excessive commission payments, lotteries and similar practices are barred by broadcasting code drafted by NAB committee and submitted to NRA; Sol A. Rosenblatt is named code administrator.

Sept. 1: New York business group headed by Alfred E. Smith acquires commercial and program rights of WMCA New York in $155,000-a-year deal whose legality is questioned by Radio Commission.

Sept. 15: NAB special counsel Newton D. Baker files suit in federal court asking dissolution of ASCAP as illegal trade combination.

Sept. 15: CBS assigns publicity director Paul White to task of organizing a nationwide staff to collect news for network broadcast.

Oct. 1: General Mills sponsors twice-daily broadcasts on CBS of news collected by Columbia News Service; *Washington Star* drops program log of WJSV (CBS outlet serving Washington) in line with policy of "not advertising our competitors."

Oct. 1: After many delays, Ed Wynn's Amalgamated Broadcasting System gets under way as third national network with 100 outlets, connected by Western Union lines.

Oct. 1: Stations file for 50 kw power as Radio Commission lifts limit from four to eight per zone, or from 20 to 40 for U.S.

Oct. 1: NBC moves into Radio City headquarters, world's largest broadcasting plant.

Oct. 15: NAB convention reelects Alfred J. McCosker, WOR Newark, for second year as president; urges abolition of requirement that recorded programs be so identified; urges three-year licenses in place of current six-month ones; agrees to intensify fight against ASCAP; denounces concealed commercials in sustaining programs and contingency accounts as unfair practices; urges retention of 48-hour week for operators and control men.

Oct. 15: Yankee Network adds rider to political contracts absolving network from liability for libel or defamation by speakers.

Nov. 15: Repeal of prohibiton act raises question of advertising of hard liquor on radio; CBS and some stations announce they will not accept it at all.

Nov. 15: Other groups ponder "third network" organizations as Ed Wynn's Amalgamated Broadcasting System goes bankrupt.

Nov. 15: WGN Chicago, WBZ Boston and WHAM Rochester are first to get 50 kw under revised regulation.

Dec. 1: President signs broadcasting code, calling for minimum wages of $40 a week for technicians, $20 a week for announcers and program production employes ($15 if fewer than 10 such employed at station).

Dec. 1: Washington newspapers agree to publish radio logs only as paid advertising.

1934

Jan. 1: Broadcast band widened to include three new channels—1530, 1550 and 1570 kc—with 20 kc separation, for experimental operation (but with full authority to broadcast commericial programs), with goal of high-fidelity broadcast transmission.

Jan. 1: KNX Hollywood announces plan to pay salesmen commissions on talent as well as time sales, as incentive to stimulate use of station-built programs by local advertisers.

Jan. 15: WLW Cincinnati starts tests of new 500 kw transmitter, world's most powerful.

Jan. 15: Group programming, a station-built half-hour show sold to six sponsors instead of one, developed at WTMJ Milwaukee to stimulate sales during the depression, proves successful for both station and sponsors.

Feb. 1: NRA Code Authority for broadcasting outlaws per inquiry and contingent business, launches study of status of performers to determine whether they should be covered by code's wage-and-hour provisions.

Feb. 1: Students remember advertising they hear better than that they read in test conducted by Prof. Frank Stanton of Ohio State U. psychology department.

Feb. 15: CBS and NBC withdraw from news-gathering field as AP, UP and INS agree to provide material for morning and evening network newscasts.

Feb. 15: *Milwaukee Journal* (WTMJ) prepares for experimental facsimile broadcasting.

March 1: Press Radio Bureau begins operations; Yankee Network and KFI Los Angeles set up own news organizations with exchange of news contemplated.

March 15: George B. Storer, chief owner of CKLW Detroit-Windsor, WSPD Toledo and WWVA Wheeling, becomes president and majority stockholder of Federal Broadcasting Corp., lessee-operator of WMCA New York, designated as key station for projected nationwide network.

April 1: Three independent news services organize to provide news to radio stations.

May 1: Federal Trade Commission announces that after June 1 it will periodically ask stations, networks, transcription companies for copies of all commercial copy as part of overall survey of advertising.

June 1: Federal Radio Commission rules that when unconnected numbers recorded on two or more discs are combined into a program, each number must be individually identified as an electrical transcription.

June 15: Communications Act becomes law; FCC to replace Radio Commission July 1.

July 1: E. O. Sykes, charter member of Federal Radio Commission, is named chairman of new FCC. Other members are: Thad H. Brown, also a holdover from the Radio Commission, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, and Hampson Gary.

July 1: George B. Storer announces new network, American Broadcasting System, will begin operations in mid-August; hires Frederick H. Weber, former Chicago manager of NBC station relations, as operations vice president.

July 15: Clear channel stations attack

Congratulations to both of us

25

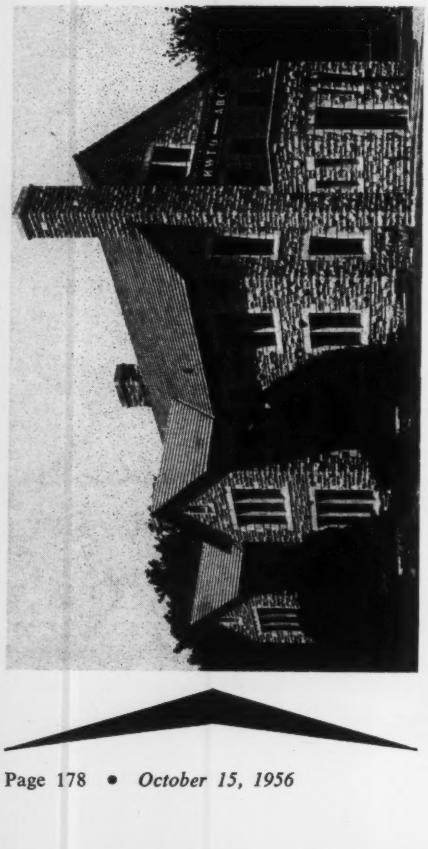
Twenty-five years ago — August, 1931, Cherry & Webb Broadcasting Company became a broadcast station licensee. Dedicated to the highest ideals of American broadcasting, Cherry & Webb has been a leader in bringing to the people of Southeastern New England the *best* in entertainment and public interest programs. The familiar call letters WPRO and WPRO-TV are symbols of service. So, too, is BROADCASTING • TELECASTING a symbol of a quarter of a century of outstanding service to the broadcasting industry. In this joint anniversary year, Cherry & Webb salutes Sol Taishoff and his most competent staff!

RADIO
630 Kc.
WPRO
CBS
TELEVISION
Channel 12

BASIC CBS AFFILIATE

Cherry & Webb Broadcasting Company

PROVIDENCE, R.I.



kwto ...FOR NEARLY A QUARTER OF A CENTURY—
kwto the DOMINANT FARM and FAMILY RADIO STATION OF THE RICH OZARK MARKET
kwto ...NOW IN OUR MODERN NEW RADIO CENTER
1121 SOUTH GLENSTONE — SPRINGFIELD, MISSOURI
"Home of the OZARK JUBILEE"
REPRESENTED NATIONALLY BY JOHN E. PEARSON CO.

"break down" policy of old Radio Commission, urge FCC to conduct an engineering study of subject preliminary to restatement of regulations.

Aug. 1: FCC forms three-man broadcasting division, with Hampson Gary as chairman, Thad Brown and Judge Sykes as members.

Sept. 1: Dept. of Justice files antitrust suit asking disolution of ASCAP as illegal monopoly.

Sept. 15: Don Lee, owner of KHJ Los Angeles, KFRC San Francisco, KDB Santa Barbara and KGB San Diego and operator of the Don Lee Network, dies at 53.

Sept. 15: To solve troublesome problem of how much merchandising aid should be given station clients, Free & Sleininger sets up unit plan for its stations with one unit of merchandising to be given for each dollar spent for time.

Oct. 1: J. Truman Ward, WLAC Nashville, is elected president of NAB.

Oct. 1: Quality Group organizes as network for commercial programs only, linking WOR New York, WGN Chicago and WLW Cincinnati, with WXYZ Detroit as an optional outlet.

Oct. 15: FCC revises quota system to permit more stations and higher power.

Oct. 15: FCC begins hearing on proposal that 25% of broadcasting facilities be allotted to so-called non-profit groups.

Oct. 1: Ford Motor Co. pays $100,000 for broadcast rights to World's Series; links three networks plus independent stations into 180-outlet special hookup for event.

Oct. 15: Quality Group changes name to Mutual Broadcasting System.

Oct. 15: American Broadcasting System starts 16-hour daily program service over 18-station network reaching from New York to St. Louis.

Nov. 1: After years of legal battles to protect its place in Chicago, Westinghouse moves KYW, the city's first radio station, to Philadelphia to comply with governmental quota technicalities.

Nov. 1: Complying with request made jointly by 13 clear channel stations, FCC orders an inquiry into the clear channel structure.

Nov. 1: Mutual network adds sustaining program exchange among its four outlets to former commercial-only service.

Nov. 1: Federal Court upholds property right in broadcast material, enjoins Uproar Co., Boston publisher, from publishing Ed Wynn's Texaco Firechief broadcast scripts in pamphlet form.

1935

Jan. 1: Federal District Judge John C. Bowen in Seattle rules that once news is printed in newspapers it may be broadcast without restriction, dismisses Associated Press suit against KVOS Bellingham, Wash., alleged to have "pirated" AP news from member newspapers.

Jan. 1: NAB starts study of audience survey methods with eye to establishing an independent audit bureau for radio.

Jan. 15: Federal Judge Merrill E. Otis in Kansas City rules station is jointly liable with speaker for libelous broadcasts, finds KMBC guilty for statement on CBS program originating in New York.

Feb. 1: Fred Weber joins MBS as coordinator of network operations, following reorganization of American Broadcasting System.

Feb. 15: First BROADCASTING YEARBOOK is issued.

Feb. 15: In face of many requests for free time from commercial firms, Code Authority rules against any station accepting "propaganda" except on commercial basis.

April 1: With a new chairman, Anning S. Prall, FCC starts to clean house: cites stations for accepting medical advertising, warns industry to live up to rules, holds conference with network heads on good taste in broadcasting, calls national meeting to work out ways for better cooperation between broadcasters and educators.

April 1: Experimental "wired radio" service is installed in Cleveland by Wired Radio Inc., using transcriptions made by its sister company, Associated Music Publishers, transmitted to homes via electric lines.

April 15: American Society of Recording Artists, new group, asks royalty fees for broadcasts of phonograph records.

May 15: Philip G. Loucks resigns as managing director of NAB after five years to return to private law practice.

RADIO AND THE MOVIES

MOTION PICTURE THEATRE operators who feel that they are peculiarly set upon by having to face the competition of television might heed the words which the late L. B. Wilson, then managing director of four Covington, Ky., theatres as well as president of WCKY (now Cincinnati) in that city, wrote for the March 15, 1933, issue of BROADCASTING.

". . . Radio is successfully competing with the theatre. Hard times have added millions of persons to the radio audience, while taking millions from the theatre audience.

"You can get Eddie Cantor on the air for nothing. It costs you 50 cents or more to get him at the theatre. You may need the 50 cents for food or clothing. So the theatre loses a patron and the radio gets a listener.

"In previous depressions the theatre was not so badly affected. There was no radio and people had to have something to get their minds off their worries . . . But radio has made the showhouse less of a necessity . . .

"Radio is giving fresher and more lively entertainment than the stage and screen. To take Cantor as an instance once more: You can hear him every Sunday night with his newest jokes and gags. By the time a Cantor movie reaches your theatre it is six or seven months old. The jokes have been told and retold, often over the radio and sometimes by mouth-to-mouth circulation. Perhaps Cantor, himself, has used them in his broadcasts. By the time the picture, or the stage show, gets around it has lost much of its novelty. You must pay hard-earned money to see the show, but the new and fresh radio program, prepared just a few days before, costs you nothing."

1st ...and only major motion picture studio devoted exclusively to television films.

STU ERWIN SHOW

PUBLIC DEFENDER · RACKET SQUAD

MY LITTLE MARGIE

PASSPORT TO DANGER · CODE 3

SCREEN DIRECTORS PLAYHOUSE · TELEPHONE TIME

CHARLIE FARRELL SHOW · GALE STORM SHOW

BLONDIE · GUNS OF DESTINY · FOREST RANGER

1947

1957

1st TO PIONEER IN TV PRODUCTION

In 1947 HAL ROACH became the first major Hollywood studio to convert to the exclusive production of films for television.

1st IN MAJOR TV SYNDICATION

First studio to utilize major studio production technique in TV film syndication.

1st IN TV COMMERCIAL FILMS

18-acre lot, offering unequalled commercial film production since 1948.

HAL ROACH STUDIOS

8822 W. Washington Blvd., Culver City, Calif. • TExas 0-3361 • VErmont 9-2311
729 Seventh Ave., New York City • CIrcle 5-4135

HAL ROACH, JR., *Owner-President and Executive Producer*
SIDNEY S. VAN KEUREN, *Vice-President and General Manager*

LONG ON RESULTS . . . SHORT ON COST

You Get
FASTER
SALES
ACTION
from
Penna's most
Powerful
Independent

WIBG'S personalities like Doug Arthur, plus WIBG'S 10,000 WATTS of Power make the big difference!

WIBG includes extra bonuses at no extra cost . . . BILLBOARDS, TRANSIT CARDS, DIRECT MAIL and Trade Paper advertising to help your sales. Dollar for Dollar, your best buy in Pennsylvania is

WIBG
990 | 10,000 WATTS
SUBURBAN STATION BLDG., PHILA. 3, PA., RI 6-2300
NAT'L REP.: RADIO-TV Representatives

tops in Richmond

proudly salutes

SOL
TAISHOFF

and the top broadcasting publication on their 25th anniversary

Louis Adelman,
Pres.

Mel Whitmire,
Gen. Mgr.

John E. Pearson Co.
National Representative

1320kc . . . Music and News

May 15: United Press and International News Service offer news to radio; Associated Press permits member papers to provide news for local newscasts but still forbids sponsorship.

May 15: RCA announces it is taking tv out of laboratory for $1 million field test program.

June 1: Code Authority for broadcasting industry shuts down as Supreme Court of the United States declares the National Recovery Act unconstitutional.

June 1: Transradio Press Service files $1 million damage suit against CBS, NBC, AP, UP, INS and ANPA, alleging that the press-radio program agreed to in 1934 was illegal and unfair competition.

June 15: Plan for a bureau of agency recognition and credit information to be operated for and by the broadcasting industry is adopted by the NAB commercial section.

June 15: NBC launches Thesaurus, recorded library service.

July 1: Warner Brothers announces withdrawal of its five music publishing firms, said to account for 40% of all ASCAP music performances, from ASCAP on Jan. 1, 1936.

July 15: NAB elects Charles W. Myers, KOIN Portland, Ore., president, names James Baldwin as managing director; reelects as treasurer Isaac D. Levy of WCAU Philadelphia, a controversial figure in the acceptance of new five-year license from ASCAP; endorses agency recognition plan; adopts revised code of ethics which outlaws per inquiry and contingent business.

July 15: Washington State gets restraining order preventing ASCAP from collecting royalties for broadcast performances of its music within the state on grounds that ASCAP is a monopoly in violation of the state constitution.

Sept. 15: Scripps-Howard decides to enter radio and applies for permission to buy WFBE Cincinnati; seeks stations in other of its publication cities.

Sept. 15: Committee of 15, with equal representation from NAB, ANA and AAAA, starts work on creation of a radio counterpart of the Audit Bureau of Circulations for newspapers and magazines.

Oct. 1: FCC demonstrates it is still scrutinizing programs by giving score of stations temporary renewals pending further investigation of "questionable" programming.

Oct. 15: Esso's sponsorship of United Press news on group of NBC o&o stations leads Associated Press board of directors to reaffirm its ban on the use of AP news on sponsored broadcasts.

Nov. 15: Tax law of the State of Washington imposing tax of 0.5% on gross income of radio stations, is declared unconstitutional by Federal court in suit brought by KVL Seattle; state supreme court had upheld law's validity in earlier suit of KOMO-KJR.

Dec. 1: Yankee Network underwrites Boston survey of listening made by mechanical meter devices attached to sets in 1,000 homes to measure tuning; developed by two MIT professors, Robert F. Elder of the marketing department and L. F. Woodruff of the electrical engineering department.

1936

Jan. 1: Warner Brothers withdraws musical catalogs from ASCAP and offer perform-

Scrutinize us next time you go marketing
in Eastern Iowa.

WMT

for the little old lady* from you-know-where†

Et cetera

†*Mail address: Cedar Rapids. CBS. National representatives: The Katz Agency.*

THIS IS HOW IT ALL STARTED

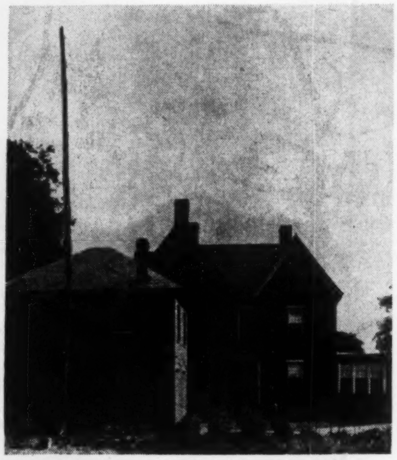
IN THE period immediately after World War I a number of experimental broadcasting stations were established by engineers and amateur radio operators, and an audience, listening on homemade sets, developed rapidly. Frank Conrad, Westinghouse engineer, built such a following with his home station, 8XK, that a Pittsburgh department store stocked a few receivers and advertised them for sale.

Westinghouse officials then decided that if there was sufficient interest in radio to justify a department store in advertising sets there was enough to justify Westinghouse in establishing a broadcasting station of its own, largely as a means of advertising through announcement of the company name on the air at frequent intervals. An application was filed with the Secretary of Commerce and granted, and KDKA Pittsburgh became the first licensed commercial broadcasting station in November, 1920. Meanwhile, a Detroit experimental station which later became WWJ had begun daily programs in July, 1920, and WHA Madison, Wis., had been transmitting weather and market reports.

Other companies also wanted to operate stations. "By the end of 1921," William Peck Banning recounts in his book *Commercial Broadcasting Pioneer,* "the situation was that hundreds wanted to broadcast, that millions wanted to listen, that no one was sure how broadcasting was going to be supported, and that the rapidly growing industry was in an unwholesome and demoralized state."

AT&T, which had developed much of the basic equipment for this new form of communications so closely allied to telephony, felt that the way to support broadcasting was the way telephone service had been supported, with the cost borne by the person making use of the facilities to transmit his message, whether to another individual by telephone or to many individuals by broadcasting. To demonstrate its theory, AT&T started a radio station of its own, WEAF (now WRCA) New York, and announced that time was for sale at $50 for 15 minutes of evening time or $40 for an afternoon quarter-hour. Several weeks went by with no takers. Then, Mr. Banning reports the birth of commercial radio in these words:

"Aug. 28, 1922, is the date of the first 'commercial' broadcast; at 5:15 in the afternoon the Queensboro Corp. broadcast the first of a series of 15-minute announcements regarding its tenant-owned system of apartment houses at Jackson Heights, New York. Sales amounting to several thousand dollars were reported as resulting from the broadcasts, the last of which was made on Sept. 21, which was also the date when two other business concerns, the Tidewater Oil Co. and the American Express Co., made experimental announcements.



FORERUNNER of pioneer station KDKA was this 8XK installation of Frank Conrad in his Pittsburgh home.

"The station's commercial representatives were finding that, although there had been many 'prospects' at the beginning of operations, the prohibition against price references or package descriptions—the type of advertising called 'direct'—made business concerns skeptical of the new medium. After two months' operation a total of only three hours of air time had been bought and the station's revenues had amounted to only $550."

ance rights to broadcasters on flat fee basis which networks reject; ASCAP temporarily extends its licenses to broadcasters but with no reduction in fees.

Jan. 1: NBC adds second Pacific Coast network; both NBC Red and NBC Blue now national.

Jan. 1: Lenox R. Lohr, general manager of Chicago's successful Century of Progress, succeeds M. H. Aylesworth as NBC president.

Jan. 1: U.S. Circuit Court of Appeals holds broadcasting news taken from newspaper as unfair competition, reversing earlier decision in case of AP versus KVOS Bellingham.

Jan. 1: WCOA Pensacola asks FCC to compel AT&T to reduce its rates in first formal complaint ever filed concerning charges for broadcast lines.

Jan. 15: ASCAP cancels temporary licenses, threatens infringement suits against stations not signing new five-year contracts at same price for less music.

Jan. 15: Following industry survey, 120 members of Distilled Spirits Institute agree not to advertise hard liquor on the air.

Feb. 1: FCC liberalizes recording-transcription announcement rules; now requires only one announcement per quarter-hour.

Feb. 15: Warner Brothers files infringement suits totaling more than $3 million against networks and stations; NAB revives plan to establish its own music rights organization.

March 15: CBS broadcasts speech by Communist Party Secretary Earl Browder; some affiliates refuse to broadcast it; editorials and congressmen attack and defend CBS action.

April 1: CBS buys KNX Los Angeles for $1.3 million, biggest station deal to date.

April 1: Hearst Radio acquires KTAT Fort Worth, WACO Waco and KOMA Oklahoma City.

April 1: AT&T works out agreement with WCOA Pensacola to reduce rate on backhauls by 50% (saving of about $2,000 a year for WCOA).

April 15: U.S. Supreme Court rules broadcasting is instrumentality of interstate commerce, not subject to state taxation, in reversing Supreme Court of Washington State, which had upheld a state tax on gross receipts of radio stations.

May 1: NAB board approves plan to create a "Bureau of Copyrights" with a "measured service" method of compensation.

June 15: President Roosevelt signs bill repealing Davis Amendment to original radio law, which required equal division of broadcasting facilities among five zones and among states in each zone, opens way for more stations, increased power.

June 15: Don Lee Broadcasting System starts first public demonstration of cathode ray television in U.S. with daily broadcasts of 300-line pictures using system developed by Harry R. Lubcke, Don Lee director of tv.

July 1: Fm broadcasting, a new system invented by Maj. E. H. Armstrong, is described at FCC hearing as static-free noise-free, free from fading and cross talk, uniform day and night throughout all seasons and with greater fidelity of reproduction.

July 15: Charles W. Myers, KOIN-KALE Portland, Ore., elected NAB president; Isaac D. Levy, WCAU Philadelphia and retiring NAB treasurer, attacks the NAB board and managing director for copyright mismanagement, then resigns from NAB promising to form a new association; convention backs Baldwin and board and maintains a solid front. Sales managers organize as an NAB division.

July 15: RCA shows radio manufacturers its system of tv, being field tested with transmissions from New York's Empire State Building.

Aug. 1: Warner Brothers returns to ASCAP, drops infringement suits of more than $4 million.

Aug. 1: National Assn. of Regional Broadcasting Stations organizes to protect interests at upcoming FCC allocations hearings, elects John Shepard III, Yankee Network president, as chairman.

Aug. 1: Members of National Assn. of Recording Artists follow up granting of an injunction restraining WDAS Philadelphia from broadcasting phonograph records made by NARA President Fred Waring, institute suits against WHN, WNEW and WEVD New York for unauthorized record broadcasts.

Aug. 15: Philco Corp. demonstrates its system of television with seven-mile transmission of live and film subjects in 345-line images 9½ by 7½ inches.

Sept. 1: Mutual Broadcasting System starts drive to become nationwide network by signing five midwestern affiliates—KWK St. Louis, KSO Des Moines, WMT Cedar Rapids, KOIL Omaha, KFOR Lincoln; WLW Cincinnati turns in its MBS stock but remains as outlet.

Sept. 15: Television starts in England, with twice daily telecasts using alternately the Baird and EMI-Marconi systems.

"Looks like they're here to stay..."

"BROADCASTING-TELECASTING"
MAGAZINE

Congratulations on its 25th Anniversary of quality reporting and coverage of the air media—

from

WTAG
WORCESTER
MASSACHUSETTS

now in its 31st year of wedded bliss with radio . . . prime station in the central New England market—representing the dependable qualities that make radio indispensable to local living from morning to night.

WTAG—WORCESTER, MASS.
580 KC — 5000 W
BASIC CBS

Represented by THE HENRY I. CHRISTAL CO., INC.

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

NEW YORK, BOSTON, CHICAGO, DETROIT, SAN FRANCISCO

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em and the "Champ" Sells 'em!

No more potent salesman in the Baton Rouge trade area than WAFB-TV . . . "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. For example:

ROUND 1
First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2
First place in Screen Gems, Inc. contest on program promotion.

ROUND 3
Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4
WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28 Affiliated with WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

Oct. 1: After KFI and KECA Los Angeles refuse to carry President Roosevelt's "fireside chat" as a sustaining program, Democratic National Committee cuts them from network outlets getting paid campaign broadcasts.

Oct. 15: A. C. Nielsen proposes metered tuning method of measuring size of program audiences at ANA meeting, reveals his firm's acquisition of "audimeter" developed at MIT; Edgar Felix urges coverage measurements to determine audience.

Nov. 1: CBS cancels "debate" of Sen. Arthur Vandenberg (R-Mich.) with recording of President Roosevelt's statements as violating its no-transcription rule, then reinstates the broadcast; mob at Terre Haute prevents Communist candidate Earl Browder from reaching WBOW studio; parties step up time purchases as campaign closes.

Nov. 15: Complete election return coverage by networks and stations winds up campaign in which the political parties spent an estimated $2 million for radio time.

Nov. 15: Demonstrations of RCA's 343-line tv system are highlight of NBC's 10th anniversary celebration.

Dec. 15: Don Lee Broadcasting System affiliates with Mutual, making it a coast-to-coast network.

Dec. 15: Lang-Worth Feature Programs Inc. offers library of 200 hours of copyright-free programming.

1937

Jan. 1: Chicago Federation of Musicians forbids members to make recordings except under special conditions as move to halt threat of "canned" music to employment of live musicians.

Jan. 1: U.S. Supreme Court throws out suit of Associated Press against KVOS Bellingham, Wash., for AP's failure to show damages of over $3,000, minimum needed for Federal jurisdiction, but looks with disfavor on KVOS practice of buying newspapers and reading news from them on air.

Feb. 1: Radio goes on round-the-clock duty to provide communication for flood stricken Ohio and Mississippi valleys, and aids relief work; job wins nation's praise.

Feb. 1: Station sales managers, in first national meeting, reject requests of recording companies for third 15% (in addition to commissions paid agencies and station representatives), ask networks to discontinue chain break announcements from their o&o stations before asking affiliates to do so.

Feb. 1: Rep. Otha D. Wearin (D-Iowa) introduces bill to outlaw newspaper ownership of radio stations.

Feb. 15: Charging the networks with monopoly in broadcasting, legislators demand a Congressional investigation of radio. Rep. Wigglesworth (R-Mass.) blasts FCC for permitting trafficking in licenses and reads into record full report of station sales and leases approved by Commission.

April 1: North American Radio Conference at Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.

April 1: CBS applies for experimental video station in New York, plans to install RCA tv transmitter in Chrysler Bldg. tower and to construct special studios at total cost of $500,000.

April 15: CBS recognizes American Guild of Radio Announcers and Producers, independent union headed by Roy S. Langham, CBS producer; bargaining begins for network's announcing-production employes.

April 15: George H. Payne, FCC Telegraph commissioner, urges Congress to levy a tax on broadcasting stations of $1 to $3 a watt.

May 1: CBS breaks ground for $2 million Hollywood studios.

May 1: American Radio Telegraphists Assn. (CIO), International Brotherhood of Electrical Workers (AFL) and Newspaper Guild (claimed by both AFL and CIO) start drives to organize station employes; NBC institutes 5-day week for production staff.

May 15: WLS Chicago recording team, Herb Morrison, announcer, and Charles Nehlsen, engineer, on routine assignment at Lakehurst, N. J., record on-the-spot, at-the-time account of explosion of the German dirigible *Hindenburg;* NBC breaks rigid rule against recordings to put it on network.

May 15: RCA demonstrates projection tv, with images enlarged to 8 by 10 feet, at Institute of Radio Engineers convention.

June 15: Transradio Press $1,700,000 suit against networks and press associations is settled out of court.

July 1: NAB elects John Elmer, WCBM Baltimore, as 1937-38 president; James W. Baldwin is reappointed managing director; NAB Bureau of Copyrights gets 58 subscriptions to its tax-free library.

July 1: WWJ Detroit announces plan of "balanced programming" with programs kept in scheduled time periods whether sponsored or not.

Aug. 1: American Federation of Musicians demands that broadcast stations increase their employment of musicians to a number satisfactory to the union or lose their musical programs.

Aug. 1: Actors' Equity withdraws from radio with organization of a new AFL union, American Federation of Radio Artists.

Aug. 1: Guglielmo Marconi, 63, dies of heart attack in Rome.

Aug. 1: WWJ Detroit announces that in addition to its balanced program plan, it will abolish all between-program announcements between noon and 3 p.m., concurrently increasing its rates for the three-hour period.

Sept. 1: Independent Radio Network Affiliates organize to deal with AFM; ponder suggestion of AFM president Joseph N. Weber that a weekly sum of 3½ times station's one-time evening quarter-hour rate be used to employ live musicians, amounting to some $5.5 million a year overall.

Sept. 1: Frank R. McNinch, from Federal Power Commission, to FCC as chairman; Comdr. T. A. M. Craven becomes an FCC commissioner.

Sept. 1: International Brotherhood of Electrical Workers (AFL) starts drive to organize radio technicians after NLRB certifies ARTA (CIO) as bargaining agent for WHN technicians, overruling petition of IATSE (AFL).

Sept. 15: AFM strike averted as network affiliates agree to spend an additional $1.5 million a year to employ staff musicians; NAB calls special convention.

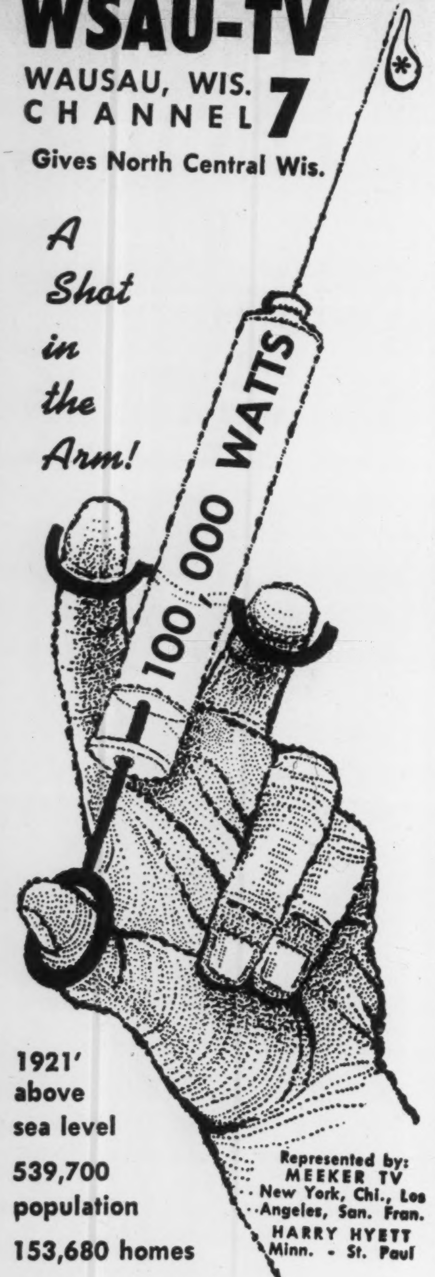
Sept. 15: Chicago stations broadcast lessons as infantile paralysis epidemic closes schools.

WCAU means magnetism

PHILADELPHIA

This woman enjoys housework. And WCAU Radio is why. She's part of its huge captivated audience that laughs and sings and muses and chuckles through daily chores. In Philadelphia, you see, when the lady of the house is at home, she turns to WCAU. We know because Pulse indicates, report after report, the top five women's participating programs are all on WCAU Radio. That's WCAU magnetism for you.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations. Represented nationally by CBS Spot Sales. By far Philadelphia's most popular stations. Ask ARB. Ask Pulse. Ask Philadelphians.*


A Shot in the Arm!
100,000 WATTS
*

WSAU-TV
WAUSAU, WIS.
CHANNEL 7
Gives North Central Wis.

1921' above sea level
539,700 population
153,680 homes

Represented by:
MEEKER TV
New York, Chi., Los Angeles, San. Fran.
HARRY HYETT
Minn. - St. Paul

*Midland Coop's shot in the arm cost them only $1.30 per thousand viewers.

STOCKHOLDERS:
Newspapers:
Wausau Daily Record Herald
Marshfield News Herald
Wis. Rapids Daily Tribune
Merrill Daily Herald
Rhinelander Daily News
Antigo Daily Journal
Radio Stations:
WSAU-WFHR-WATK

OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

Oct. 1: American Bar Assn. recommends that broadcasting of court trials be "definitely forbidden."

Oct. 1: FCC gives two stations — WGH Newport News, Va., and WHO Des Moines —permission to experiment with facsimile broadcasts on their regular frequencies in midnight-6 a.m. period; both plan to use system developed by W. G. H. Finch, former assistant chief engineer of the FCC.

Oct. 15: NAB special convention votes for complete reorganization, approves 50% hike in dues.

Nov. 1: FCC allocates 75 channels with 40 kc separation (41,020 kc to 43,980 kc) for "apex" stations and 19 6-mc bands for television (44-108 mc), with 16 channels in the 30-40 mc band for relay stations.

Nov. 15: NBC refuses to let Gen. Hugh S. Johnson broadcast talk on venereal disease.

Nov. 15: Bell Labs demonstrates intercity tv program transmission over 90-mile coaxial cable connecting New York and Philadelphia.

Dec. 15: Inter-American Radio Conference reaches agreement on broadcast allocations that protect U.S. broadcasters by eliminating Mexican border stations, but require many shifts in U.S. station frequencies.

1938

Jan. 1: U.S. Court of Appeals for District of Columbia, in opinion written by Associate Justice Justin Miller, sharply criticizes the FCC in reversing its denial of the application of Paul H. Heitmeyer for a new station in Cheyenne, which the Court calls "arbitrary and capricious."

Jan. 15: FCC sharply rebukes NBC for "Mae West incident" but takes no further action at this time.

Jan. 15: FCC announces policy of not licensing second station in same community to existing licensee unless it is "clearly shown" that the public interest would be best served by such a license; denies application of WSMB New Orleans for second station there.

Jan. 15: John Shepard III, president of Yankee Network, starts construction of 50 kw fm station atop Mt. Wachusett at cost of $250,000; Maj. Edwin H. Armstrong, fm's inventor, builds own 50 kw fm station at Alpine, N. J.; others are planned to test this new medium.

Feb. 1: RCA puts stations on notice it may institute "reasonable fees" for broadcasting of Victor and Bluebird records; move said to be self-protective in view of attempts of National Assn. of Performing Artists to establish their performing rights in recordings through court action.

Feb. 1: FCC sets 25 channels, 40 kc wide, in the 41-42 mc band, for exclusive use of noncommercial educational stations.

Feb. 15: Under leadership of Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times,* operator of WHAS Louisville, and Edwin W. Craig, WSM Nashville, two-day NAB convention sweeps through reorganization plan, elects new board of 23 directors—one from each of 17 geographic districts and six at large, names Philip G. Loucks, author of reorganization plan, special counsel to guide NAB affairs pending selection of first paid president. BROADCASTING publishes first facsimile newspaper in demonstration for convention delegates.

Feb. 15: With most network affiliates signing local musicians union contracts on basis of AFM-IRNA agreement, AFM submits new contract terms to recording companies.

CRUSHED BY MONEY

THE LATE Fred Allen, one of radio's great wits, found that money can talk louder than humor, especially when it's big money like $30,000 and upward assorted jackpots on the *Stop the Music* series of the late '40s.

Driven down to 38th place in Hooperatings by the musical guessing game that played opposite him Sunday evenings, Mr. Allen offered a gimmick new to radio—a $5,000 insurance payment to anyone who could prove loss of a *Stop the Music* award because of listening to his NBC series.

He retained another comedian, Henry Morgan, to do a spoofing musical quiz, *Cease the Melody,* offering such prizes as miles of railroad tracks, saloon with bartender, several miles of dental floss almost as good as new and 20 minutes alone in Fort Knox with a shovel.

These devices were novel, and amusing, but Fred Allen was never able to regain his radio popularity. Worse yet, along came television. With all his caustic wit and showmanship, he could never find a satisfactory television vehicle. A top-flight humorist had to yield to the lure of the money-bag fad and a new broadcast medium.

March 15: Non-network stations are drawn into AFM employment picture with union requirement that recording companies do not serve stations without AFM licenses.

March 15: Southern California stations turn over all facilities to emergency public service as other means of communication fail in flood crisis.

April 1: Mark Ethridge is drafted as first president of revamped NAB to guide industry for interim period while paid president is sought; to serve without pay but with plenary powers.

April 1: FCC sends stations detailed questionnaire seeking full information on fiscal operations during 1937.

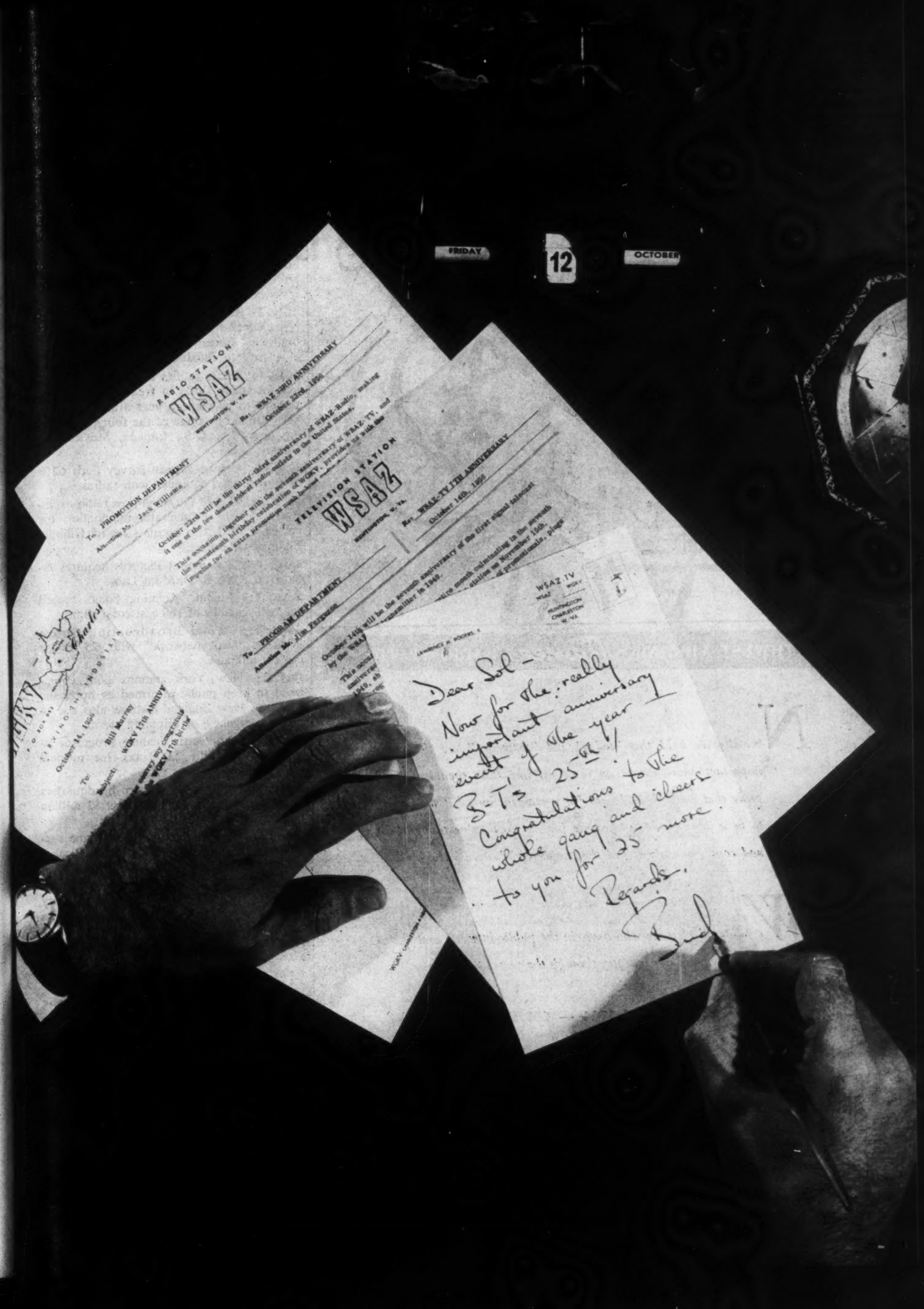
April 1: Wheeler-Lea Act, giving Federal Trade Commission new powers to curb false and misleading advertising, becomes law.

April 1. Hitler's quick conquest of Austria gets full coverage from U.S. networks.

April 15: Plea to FCC to keep its regulation of radio to the minimum necessary to provide interference-free service to the public and to give broadcasters licenses for longer than six months is made by William S. Paley, CBS president, in tradition-breaking broadcast of the network's annual report to public as well as stockholders.

May 1: CBS dedicates $1.75 million Pacific Coast headquarters building on Columbia Square, Hollywood.

May 1: National Committee of Independent Broadcasters negotiates agreement with AFM for employment of musicians based on that of IRNA.



RADIO STATION
WSAZ
HUNTINGTON, W. VA.

To PROMOTION DEPARTMENT
Attention Mr. Jack Williams

Re: WSAZ 33RD ANNIVERSARY
October 23rd, 1956

October 23rd will be the thirty-third anniversary of WSAZ-Radio, making it one of the few dozen oldest radio outlets in the United States.

This occasion, together with the seventh anniversary of WSAZ-TV, and the seventeenth birthday celebration of WGKV, provides us with the impetus for an extra promotion push behind

---

TELEVISION STATION
WSAZ
HUNTINGTON, W. VA.

To PROGRAM DEPARTMENT
Attention Mr. Jim Ferguson

Re: WSAZ-TV 7TH ANNIVERSARY
October 14th, 1956

October 14th will be the seventh anniversary of the first signal telecast
by the WSAZ transmitter in 1949.
entire month culminating in the seventh
station on November 15th,
of promotionals, plugs

This occa
anniversar
1949, ab

WGKV
P. O. BOX
SERVING THE INDUSTRIAL
Charleston

October 14, 1956

To: Bill Murray

Subject: WGKV 17th ANNIV

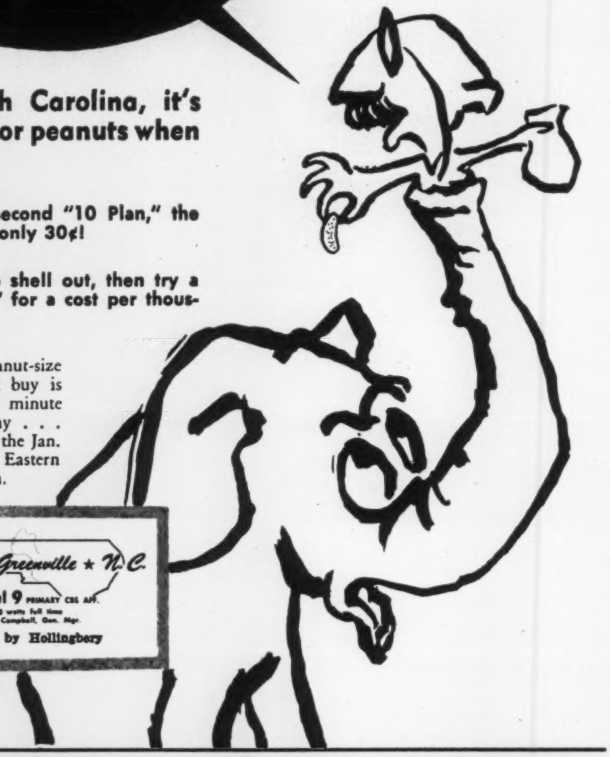
convey my congratula
WGKV 17th birthd

WSAZ-TV
WSAZ WGKV
HUNTINGTON
CHARLESTON
W. VA.

LAWRENCE H. ROGERS, II

Dear Sol -
Now for the really
important anniversary
event of the year —
B-T's 25th!
Congratulations to the
whole gang and cheers
to you for 25 more.
Regards,
Bud

Anyone for peanuts?



In Eastern North Carolina, it's nearly everyone for peanuts when you use WNCT!

With a Class D 20-second "10 Plan," the cost per thousand is only 30¢!

If that's too much to shell out, then try a Class D ID "10 Plan" for a cost per thousand of 15¢.

Whether your budget is peanut-size or elephant-size, your best buy is WNCT . . . first in every minute of every hour of every day . . . day and night, according to the Jan. '56 Telepulse of 19 counties. Eastern Carolina's No. 1 TV Station.

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
Represented Nationally by Hollingbery

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Normally we hold that "today" and "tomorrow" are the really important ones—except on occasions like this—then it is with pride that we look backward for a moment on what we believe to be a job well done—because for 32 years we've thoughtfully and conscientiously served the people of Western Virginia.

We salute all of those who have, in the public interest, contributed their talents to our industry through the years.

Established 1924 — CBS since 1929

WDBJ
CBS
radio
AM 960 KC
FM 94.9 MC

Owned and Operated by *TIMES-WORLD CORPORATION*
PETERS, GRIFFIN, WOODWARD, INC., National Representatives

May 15: U.S. Court of Appeals for District of Columbia cites FCC for lack of a consistent policy as it reverses FCC's denial of a new daytime station at Pottsville, Pa., to Pottsville Broadcasting Co., and remands it, making reconsideration mandatory.

June 15: Senate resolution that broadcast power in excess of 50 kw would be against public interest removes superpower from FCC consideration as hearings on new rules and regulations get under way.

June 15: Neville Miller, former mayor of Louisville, to assume presidency of NAB July 1 as first paid president, at salary of $25,000 a year, plus $5,000 for expenses.

June 15: House votes down resolution for an investigation of monopoly in radio by overwhelming vote of 234 to 101.

July 1: Radio broadcasting's average weekly paycheck of $45.12 is highest of all U.S. industries, Bureau of Labor Statistics reveals in answer to BROADCASTING's query.

July 1: Senate ratifies Havana Treaty calling for many shifts in frequencies of U.S. stations to be made a year after treaty has been ratified by three of the four participating countries: U.S., Canada, Mexico and Cuba.

Aug. 1: Census Bureau survey finds 62% of farm homes equipped with radios.

Aug. 1: W. Lee O'Daniel uses radio exclusively to win Democratic nomination for governor of Texas, boosts sales of Hillbilly Flour at same time.

Aug. 15: Paramount Pictures acquires interest in Allen B. DuMont Labs.

Sept. 1: Atlantic Refining books record football schedule of 168 east coast games.

Sept. 15: World Broadcasting System launches "wax network" with 25 major market affiliates.

Oct. 1: New York stations pool equipment to keep public informed as hurricane hits city; New England stations also rise to meet emergency of crippling storm.

Oct. 1: Lang-Worth Feature Programs issues catalog with 2,000 tax-free musical compositions.

Nov. 1: NBC moves western headquarters into Hollywood Radio City, new $2 million building.

Nov. 1: FCC superpower committee recommends ending WLW Cincinnati's license for 500 kw operation and returning station to 50 kw.

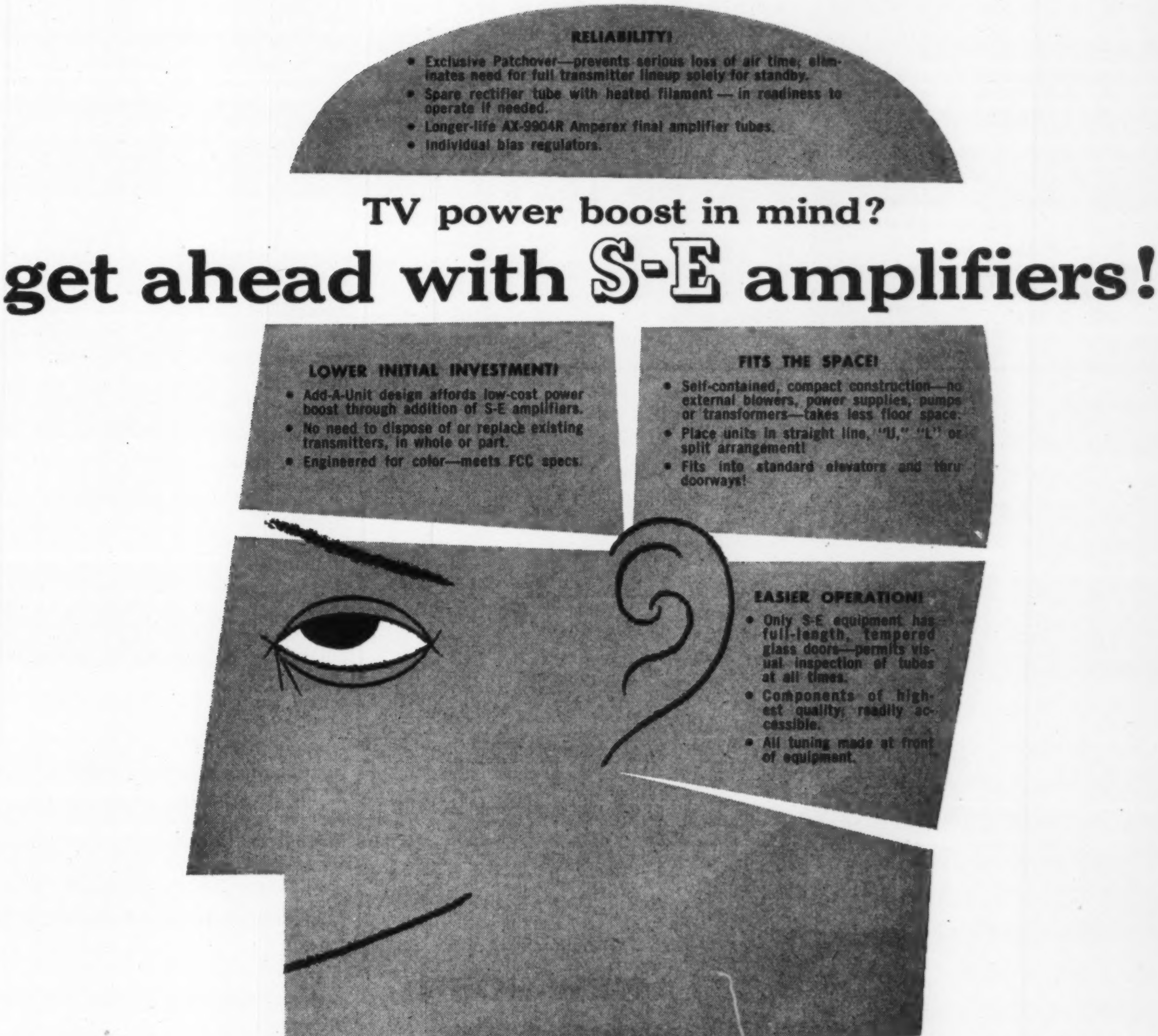
Nov. 15: Mexican Senate refuses to ratify the broadcast agreement section of the Havana Treaty.

Nov. 15: Agreement to avoid simulated newscasts in dramatic programs is reached by network heads, in conference with FCC, following hysterical reaction to Orson Welles "War of the Worlds" broadcast on the CBS *Mercury* series.

Dec. 1: Three stations refuse to carry Father Coughlin programs without advance scripts following broadcast considered as anti-Semitic.

Dec. 1: David Sarnoff, RCA president, urges industry self-regulation of programming at opening of chain monopoly hearings.

Dec. 15: Suits of Paul Whiteman against WNEW New York and Elin Inc., sponsor of a record program on WNEW, and of RCA against Whiteman, WNEW and Elin,



RELIABILITY!

- Exclusive Patchover—prevents serious loss of air time; eliminates need for full transmitter lineup solely for standby.
- Spare rectifier tube with heated filament — in readiness to operate if needed.
- Longer-life AX-9904R Amperex final amplifier tubes.
- Individual bias regulators.

TV power boost in mind?

get ahead with S-E amplifiers!

LOWER INITIAL INVESTMENT!

- Add-A-Unit design affords low-cost power boost through addition of S-E amplifiers.
- No need to dispose of or replace existing transmitters, in whole or part.
- Engineered for color—meets FCC specs.

FITS THE SPACE!

- Self-contained, compact construction—no external blowers, power supplies, pumps or transformers—takes less floor space.
- Place units in straight line, "U," "L" or split arrangement!
- Fits into standard elevators and thru doorways!

EASIER OPERATION!

- Only S-E equipment has full-length, tempered glass doors—permits visual inspection of tubes at all times.
- Components of highest quality; readily accessible.
- All tuning made at front of equipment.

When you investigate equipment, be sure it measures up to practical, as well as technical standards. For example, you have a right to demand . . . and expect lower initial cost, greater operating economy, complete reliability, easier maintenance, and adaptability to small space requirements . . . when you boost power with Standard Electronics TV Amplifiers. With exclusive Patchover, Add-A-Unit design and self-contained construction . . . S-E equipment alone meets all these requirements! Put your thoughts into action now . . . send for new free bulletin showing how you can boost power the more dependable, more economical way . . . with S-E!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

285-289 EMMETT STREET SE NEWARK 5, NEW JERSEY

ALFORD ANTENNA + STANDARD ELECTRONICS AMPLIFIER ≡ HIGH BAND ECONOMY become a suit of RCA against Whiteman when Mr. Whiteman drops his suits and WNEW and Elin make no defense against RCA; at stake is determination of whether a recording company or a recording artist, or either, has control of broadcast performances of phonograph records.

1939

Jan. 1: CBS enters recording field with purchase of American Record Corp. for $700,000; ARC subsidiaries include Columbia Phonograph Co., one-time owner of the network.

Jan. 1: Patent for iconoscope-kinescope tubes, basis of electronic tv, is granted to Dr. Vladimir Zworykin after 15 years of litigation.

Jan. 15: FCC Comr. George Henry Payne drops $100,000 libel suit against BROADCASTING.

Jan. 15: Federal statutory court issues permanent injunction restraining New Jersey Board of Public Utility Commissioners from interfering with NBC's erection or operation of an experimental station, holds broadcasting to be interstate and therefore outside authority of a state commission.

Feb. 1: FCC is legally bound to consider economic factors if issue is raised, U.S. Court of Appeals for District of Columbia rules in remanding Commission's grant of new station in Dubuque, Iowa, to the *Telegraph Herald*.

Feb. 15: AFRA strike is averted as networks sign commercial program contracts. Agencies, who could not sign as technically they are not employers of talent, agree to abide by terms.

Feb. 15: Associated Press begins supplying news to NBC, without charge and for sustaining use only, after NBC and CBS discontinue service of Press Radio Bureau; CBS uses news from International News Service and United Press.

Feb. 15: Common Pleas Court of Tioga County, Pa., holds NBC liable for an allegedly slanderous remark ad libbed by Al Jolson during a *Shell Chateau* broadcast, sustains jury award of $15,000 to Summit Hotel of Allentown.

March 1: 30-page questionnaire from FCC, delving into all phases of broadcast operation, evokes chorus of protests from station operators.

March 1: Langlois & Wentworth takes over NAB public domain transcribed library project; agrees to provide 300 hours of tax-free music.

March 1: Attacking the core of competition in radio, William J. Dempsey and William C. Koplovitz, general attorney and assistant general attorney of FCC, make these contentions to the Federal Court of Appeals, District of Columbia: that loss of advertising or audience from a new station grant is not grounds for an appeal for dismissal, that the FCC need not issue findings of fact in granting new facilities but only in denying them and that an applicant for new or added facilities has no appealable interest if the FCC grants the same facilities to another until the Commission renders its decision in the applicant's case; private radio attorneys vigorously challenge these unorthodox views.

March 1: U.S. and Canada complete an agreement on frequencies based on Havana Treaty.

March 15: CBS attacks summer slump by offering extra discounts to nighttime sponsors who stay on the air year round and by threatening advertisers taking more than eight weeks off with loss of present time periods.

March 15: W2XBF New York, experimental facsimile station, starts regular program service three hours a day; WOR-WGN-WLW inaugurate New York-Chicago-Cincinnati facsimile network series.

April 15: Eugene O. Sykes retires after 12 years on Federal Radio Commission and FCC to enter private law practice; is succeeded on FCC by Frederick I. Thompson, publisher, *Montgomery* (Ala.) *Journal*.

May 1: Both houses of Congress establish radio galleries, largely due to efforts of Fulton Lewis Jr., MBS commentator.

May 1: Telecast of opening ceremonies of New York World's Fair marks start of regular daily tv schedule by RCA-NBC in New York; first appearance of a President on tv.

June 1: In accordance with mandate from membership, Associated Press board authorizes sale of AP news on sponsored broadcasts.

June 1: FCC lifts ban on sponsorship of international broadcasts, but sets limits on type of programming which immediately arouses fears of censorship.

A NEW-BORN WISHES AN ADULT WELL!

Congratulations! B-T has realized success from spirited determination in twenty-five years of serving the industry! WCYB-TV . . . infant station in a full-grown market, will surge ahead just as successfully. It isn't the brashness of youth that prompts that statement. Serving the Tri-Cities . . . . Bristol, Virginia - Tennessee, Johnson City and Kingsport, Tennessee . . . plus five states . . . how could we miss?

NBC & ABC NETWORKS

REPRESENTED NATIONALLY BY WEED TELEVISION CORP.

July 15: NAB adopts code of self regulation which bars liquor advertising and sale of time for controversial issues, limits commercial time to 10% of program in evening; demands action on copyright.

July 15: Federal District Court in New York grants RCA a permanent injunction against WNEW New York broadcasting Victor and Bluebird records without permission in decision holding recording company, not artist, holds performance rights except where contract places them with artist; RCA plans to offer license to stations.

Aug. 1: New FCC rules governing broadcasting become effective, with station licenses extended from six months to one year and horizontal power increases for qualified local and regional stations.

Aug. 15: Angered by refusal of ASCAP to offer terms for new licenses, NAB Copyright Committee retains Sydney Kaye, New York copyright attorney, as special counsel to aid broadcasters in building their own source of music.

Aug. 15: James L. Fly, general counsel of TVA, named by President and confirmed by Senate to succeed Frank R. McNinch as FCC chairman, retiring Sept. 1.

Sept. 1: Appellate Court rules that economic interest must be considered in issuing station licenses, scuttling FCC theory that competition does not constitute an appealable interest; Commission calls ruling a body blow at American system of broadcasting.

Sept. 15: Special copyright convention of NAB unanimously approves a $1.5 million fund to set up its own supply of music.

Sept. 15: Supreme Court of Pennsylvania, overruling lower court, finds NBC not liable for ad libbed remarks of Al Jolson; ruling sets precedent that a broadcaster is not liable for remarks spoken without warning by an artist employed by a sponsor using the broadcaster's facilities.

Sept. 15: Networks draft code for war coverage: goal is full, factual reporting with minimum of horror, suspense and undue excitement.

Oct. 15: NAB Code Committee, in first action, bars sponsored broadcasts of Father Coughlin and Elliott Roosevelt under the "no sale of time for controversial issues" rule; some broadcasters say they'll resign from NAB.

Nov. 15: Elliott Roosevelt organizes Transcontinental Broadcasting System, to start operating Jan. 1 as fifth national network.

Nov. 15: NAB board backs up Code Committee; John Shepard goes along by forfeiting payment for Father Coughlin broadcasts; four Texas State Network stations resign.

Nov. 15: United Fruit Co. buys time on NBC's international stations for daily newscasts to Latin America; first advertiser to sponsor such broadcasts.

Dec. 15: Triple fm relay, with program broadcast by one station picked up and rebroadcast by a second, whose signal was again picked up and rebroadcast, without loss of quality.

1940

Jan. 1: Mexico's ratification of the North American Regional Broadcasting Agreement, following similar actions by Canada, Cuba and the United States, paves way for shift

from one "old pro" to another...

KQV salutes B-T on their 25th Anniversary!

You know how it's done after 25 years. And we've been at it since 1919! We've got the know-how of long experience . . . We've got "old pros" like morning-man Jim Westover, a Pittsburgh name for over a decade . . . Al Nobel, long-time favorite record host . . . Pie Traynor, Pittsburgh's Hall-of-Fame Sports Star! And we offer the *proven* network —CBS Radio. Check our long list of outstanding accounts with our National Rep . . . then you'll *know* you're in good company on KQV.

The Greatest Show in Pittsburgh Radio

KQV

1410 CBS RADIO

PITTSBURGH, PENNSYLVANIA

NATIONAL REP. Paul H. Raymer Co., Inc.

in broadcasting frequencies agreed on in Havana two years earlier.

Jan. 1: NBC gets biggest news beat of 1939 with eye-witness description of sinking of *Admiral Graf Spee*, broadcast as it happened in Montevideo harbor.

Jan. 15: Fm Broadcasters Inc. is organized at New York meeting.

Feb. 1: U.S. Supreme Court decision in so-called Pottsville case gives FCC a freer hand in dealing with applications for new stations, eliminating all questions of priority of filing.

Feb. 15: New "crackdown" era foreseen as FCC refers complaints on *Pot o' Gold* and other giveaway programs to Dept. of Justice for possible action under the anti-lottery laws.

Feb. 15: AFM sets scale of $18 a man for recording a 15-minute transcription.

March 1: FCC approves "limited commercialization" of television effective Sept. 1.

March 15: Sun Oil Co. becomes first sponsor to have programs regularly telecast; company's Monday-Friday Lowell Thomas newscasts on NBC-Blue are also carried on W2XBS, NBC experimental tv station in New York.

March 15: RCA cuts price of sets, starts sales drive intended to put a minimum of 25,000 tv sets in homes in service area of NBC's New York video station.

April 1: Supreme Court of U.S. upholds "free competition" stand of FCC General Attorney William J. Dempsey, emphasizes that Communications Act gives the FCC "no supervisory control of the programs, of business management or of policy" nor contains any order to consider the effect of the competition of a new grant with existing stations.

April 1: FCC suspends order for "limited commercial" operation of tv, censures RCA for sales efforts which are seen as an attempt to freeze tv standards at present level, calls new hearing; critics call move "usurpation of power."

April 15: Justice Dept. declines to prosecute *Pot o' Gold.*

April 15: New 42-page license application forms require so much information that many radio attorneys fear they will be virtually impossible to fill out.

May 1: Westinghouse terminates contract for NBC management of sales and programs of KDKA Pittsburgh, KYW Philadelphia, WBZ Boston and WBZA Springfield after nine years; will assume management of owned stations itself.

May 1: William J. Dempsey and William C. Koplovitz resign as FCC general counsel and assistant general counsel to open own law firm.

May 1: BMI acquires catalog of M. M. Cole Music Publishing Co. as first major step toward building reservoir of music for broadcasters.

May 15: Justice Dept. subpoenas ASCAP files.

May 15: FCC names Telford Taylor, special assistant to Attorney General, and Joseph L. Rauh Jr., assistant general counsel of Wage & Hours Administration, to head Commission's legal staff.

June 1: FCC authorizes commercial operation for fm, assigns it 35 channels 200 kc wide between 43 and 50 mc; puts television back into laboratory until industry reaches agreement on standards.

June 1: Henry W. Grady School of Journalism of U. of Georgia institutes George Foster Peabody awards for radio; first awards to be given in 1941 for achievements of 1940.

June 15: James C. Petrillo is elected president of American Federation of Musicians, succeeding Joseph N. Weber, retiring after 40 years as AFM head.

June 15: FCC Chain Monopoly Committee report recommends drastic changes in network operations, such as limiting network ownership of stations and length of affiliation contracts, taking networks out of transcription and talent booking business, forcing them to serve remote areas whether this is profitable or not.

July 1: Republican convention adopts first radio plank ever put into a political party platform, upholding the application of Constitutional principles of free press and free speech to radio; was also the first party convention to be telecast.

July 15: Niles Trammell become NBC president, succeeding Lenox R. Lohr, resigned to head Chicago's Museum of Science and Industry.

Aug. 1: U.S. Circuit Court of Appeals upholds right of broadcaster to put phonograph records on air without need to get permission from either recording company or recording artists; reverses decision of Federal District Court in RCA-Whiteman-WNEW case.

Aug. 1: Democrats also adopt a "free radio" plank for party platform, urging radio be given some protection from censorship as press.

CH. 3 WSVA-TV CBS ABC NBC
HARRISONBURG, VA.
The Only Television Station in the Shenandoah Valley

Amazing, isn't it!
Only one BIG radio station
and ONE TV station covering
that whole rich valley!

The Shenandoah Valley Market
is Vital to Sales in Virginia . . .

- $694 million dollars in retail sales — up 43.8%, 1951-1956.
- 756,000 population in WSVA area.
- WSVA-TV coverage, 89,284 TV homes. *(Television Magazine, Sept. 1956).*
- New Industry. General Electric, Westinghouse, duPont, American Safety Razor, Reynolds Metal . . . adding new payrolls and population to the Valley.

Represented by
PETERS, GRIFFIN, WOODWARD, INC.

5 KW WSVA 550 KC
HARRISONBURG, VA.
The Dominant Radio Station in the Shenandoah Valley

WBEN-TV's

"Speaker of the House"

talks the sponsor's language!

John Corbett, "Speaker of the House" on WBEN-TV's prestige program, covers the home with helpful information on everything from painting to potting flowers.

Sponsors are justifiably interested in one important thing from their television effort . . . results!

And John Corbett, WBEN-TV's "Speaker of the House", talks their language. His typical afternoon TV stint, a fact-filled 15 minutes of practical help for homemakers and homeowners, gets results. 820 lawn rockers from four minute spots; 5,800 kitchen dish towels from three minute announcements; 8 refrigerators and 257 Bar-B-Q sets from just a minute each.

Money talks and the "Speaker of the House" makes the kind of conversation that rings the till. When Johnny speaks for you he's heard in the WBEN-TV market — New York state's second largest.

Before you let anyone tell your product-story in Western New York learn all about another of the prestige programs of WBEN-TV — "The Speaker of the House" — heard daily Monday through Friday at 1:45 p.m., on Channel 4 — Buffalo.

WBEN-TV CBS BASIC

The Pioneer Station of Western New York

Represented Nationally by: Harrington, Righter & Parsons, Inc.

RADIO can be SEEN AND HEARD

Over two million Southern Californians have SEEN as well as heard KBIG during 1956.

Most of them have met peripatetic Stu Wilson special events director of the Catalina Station, at scores of County Fairs and Civic celebrations in all eight Southern California counties. (That's Stu above, pictured with the Volkswagen mobile radio studio in which he and his fellow KBIG disc jockeys broadcast away from home.)

Thousands have visited KBIG studios on Catalina and watched or participated in Carl Bailey's "man-on-the-dock" show at Avalon pier.

Climax of KBIG's year-round philosophy of bringing radio to the people was origination of ALL programming for seventeen days before a million visitors at the Los Angeles County Fair, world's largest.

With Fair season concluded, KBIG now is injecting excitement into its basic formula of "the music you like and just enough news" by broadcasting nine Saturdays of Pacific Coast Conference football . . . fitting companions to KBIG's spring sports headliner, the Indianapolis 500-mile auto race classic.

Any KBIG or Weed man will be glad to interpret how this vibrant station personality fits the vitality of your advertising.

KBIG

The Catalina Station

10,000 Watts

740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.

6540 Sunset Blvd., Los Angeles 28, California

Telephone: HOllywood 3-3205

Nat. Rep. WEED and Company

Aug. 1: BMI ships transcriptions with more than 50 non-ASCAP numbers to member stations; first product of plan to make stations musically independent.

Aug. 15: National Television Systems Committee, representing tv manufacturers and broadcasters, organizes to seek determination of proper standards for tv broadcasting.

Sept. 1: CBS demonstrates system of color television developed by its chief tv engineer, Dr. Peter Goldmark.

Sept. 15: Assignment shifts affecting 777 standard broadcasting stations in the U.S. are ordered by FCC for March 29, 1941, in accordance with North American Regional Broadcasting Agreement reached in Havana in December 1937.

Oct. 15: Independent Radio Network Affiliates committees confer with NBC and CBS executives to block the "alarming encroachment of network advertisers on spot announcement periods" which stations feel belong to them; report progress.

Nov. 1: President Roosevelt withdraws nomination of Thad H. Brown for new seven-year term as FCC Commissioner at Mr. Brown's request, after Senate recesses without acting on the appointment, which met rigorous opposition.

Dec. 1: BMI acquires performing rights to the more than 15,000 compositions in the catalog of Edward B. Marks Music Corp. in last month of preparations for the broadcasters' break with ASCAP.

Dec. 15: Edward J. Noble, chairman of the board, Life Savers Corp., buys WMCA New York from Donald Flamm for $850,000.

1941

Jan. 1: After FCC approves transfer of WMCA to E. J. Noble, former owner Donald Flamm asks Commission to reconsider and dismiss the sale.

Jan. 1: Dept. of Justice prepares criminal suits against ASCAP, BMI and broadcasting networks and groups for music monopoly; U.S. Supreme Court will review state anti-ASCAP laws; broadcasters are confident they'll win their battle against music monopoly.

Jan. 1: Formation of a Latin American CBS network of 39 longwave and 25 shortwave stations in 18 countries is announced by CBS President William S. Paley on return from seven-week tour.

Jan. 13: After more than 10 years of semimonthly publication, BROADCASTING becomes a weekly.

Jan. 27: BMI and Dept. of Justice agree on terms of consent decree.

Jan. 27: Press Association Inc. is formed as new subsidiary of Associated Press to handle news for radio.

Feb. 10: Clear channel stations form Clear Channel Broadcasting Service, name Victor A. Sholis, former public relations chief of Dept. of Commerce, as director, with Washington headquarters.

Feb. 10: U.S. Court of Appeals for District of Columbia, in series of decisions, holds itself powerless to issue stay orders enjoining FCC from putting its rulings into effect unless public interest would be adversely affected, and then solely on questions of law.

Feb. 17: BROADCASTING editorial "Don't Give It Away" suggests that merchandising which stations provide without charge be strictly limited.

Feb. 24: ASCAP accepts government consent decree; will offer broadcasters both blanket and per-piece licenses.

Feb. 24: AFM President James C. Petrillo, in ruling aimed at American Guild of Musical Artists, orders AFM members not to perform with any instrumentalist who is not an AFM member.

March 3: Thad H. Brown dies at 54, four months after his retirement from FCC to reenter private law practice.

March 3: Shortage of recording blanks foreseen as Office of Production Management places aluminum in "much needed" category, giving defense program first call on this metal.

March 10: Ray C. Wakefield is nominated for FCC to fill place vacant since last June.

March 17: General Foods signs unprecedented contract with Jack Benny giving comedian control of his Sunday night period on NBC Red network at its termination, whether or not he continues under GF sponsorship.

March 24: FCC orders public hearings on newspaper ownership of radio stations.

March 31: Group of nearly 100 newspaper publishers with radio interests name Mark Ethridge, *Louisville Courier-Journal* (WHAS), chairman of steering committee to oppose governmental action outlawing newspaper ownership of stations; 292 of country's 893 broadcasting stations are newspaper-affiliated.

March 31: Wholesale switch of frequencies in compliance with Havana treaty goes through without a hitch.

April 28: President Roosevelt drafts Mark Ethridge to undertake a survey of the entire broadcasting situation.

April 28: Newspaper stations elect Harold Hough, *Fort Worth Star-Telegram* (WBAP-KGKO), chairman of steering committee; appoint Thomas D. Thatcher, former Solicitor General, as chief counsel; vote $200,000 for hearing expenses.

May 5: FCC authorizes full commercial operation for tv as of July 1, fixes standards at 525 lines, 30 frames, fm sound.

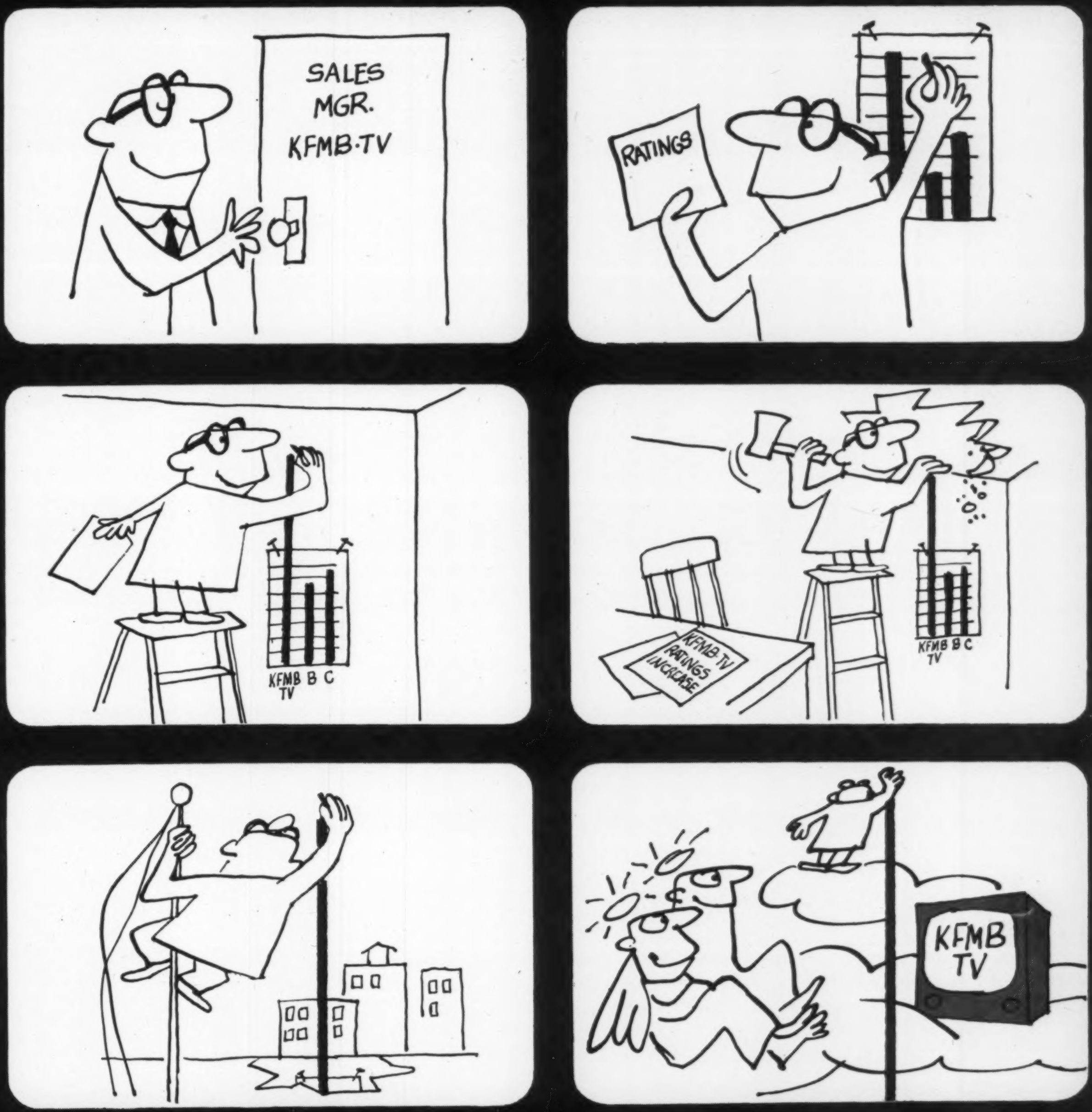
May 5: Major reorganization of radio network operations is called for by FCC network monopoly report, which would ban option time, exclusive affiliations, ownership of more than one station in a market or operation of more than one network by the same interests.

May 12: MBS signs ASCAP blanket license at 3% of gross for four years, $3\frac{1}{2}$% until 1950, on eve of NAB convention; NBC, CBS continue negotiations for better terms.

May 19: Industry's stormiest convention votes fight to finish against FCC monopoly rules, backs plan for Senate investigation of FCC, asks legislation to aid broadcasters, and angers FCC Chairman James L. Fly into a rebuttal in which he describes NAB and its leaders as akin to "a mackerel in the moonlight—it both shines and stinks."

May 19: NAB President Neville Miller urges broadcasters to stand by BMI, condemns MBS-ASCAP pact; several MBS stockholder stations resign from NAB; 39 MBS affiliates organize to investigate the ASCAP deal, tell MBS they won't accept ASCAP music.

Our ratings are higher in saturated San Diego!


SALES
MGR.
KFMB·TV
RATINGS
KFMB B C
TV
KFMB·TV
RATINGS
INCREASE
KFMB B C
TV
KFMB
TV

Channel 8 has the top 33* programs in San Diego, the Nation's 19th market**.

23 Network,
6 Local,
4 National Spot

There are *more* people in San Diego watching Channel 8 *more* than ever before.

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by
Edward Petry & Co., Inc.

SAN DIEGO

America's more market

*June 1956 Nielsen Report.
**Sales Management 1956 Survey of Buying Power.

May 26: BMI growth continues; has 190 affiliated publishers, 690 station members.

June 2: CBS withdraws from talent management field, sells Columbia Artists Bureau to Music Corp. of America for $250,000, Columbia Concerts Corp. to its present management.

June 2: FCC amends rules so "any person" can petition for a change in rules of practice or procedure; formerly only "an applicant" had that right.

June 2: Socony-Vacuum Oil Co. becomes first fm network sponsor by signing for newscasts on American Network, fm network serving New England.

June 2: Recording companies turn to glass for recording bases as government priorities curtail supply of aluminum.

June 30: Bulova Watch Co., Sun Oil Co., Lever Bros. Co. and Procter & Gamble Co. sign as sponsors of first commercial telecasts on July 1 over NBC's WNBT (TV) New York (until then W2XBS); first tv rate card puts WNBT base rate at $120 per evening hour.

Aug. 4: NBC reaches agreement with ASCAP calling for blanket licenses with network to pay 2 3/4% of net time sales, stations 2 1/4%; stations' approval needed.

Aug. 11: FCC adopts order banning multiple ownership of stations in same area.

Sept. 1: After arguments by broadcasters, broadcast unions and others, Senate Finance Committee deletes tax on time sales from the 1941 Revenue Act.

Sept. 8: Completion of arrangement for a 92-station Pan American Network to rebroadcast NBC programs shortwaved from the U.S. is announced by John F. Royal, NBC vice president, on his return from a six-week 20,000-mile tour of Latin America.

Oct. 13: FCC extends license term for standard proadcasting stations from one to two years.

Nov. 3: Clifford J. Durr, former general counsel of the Defense Plant Corp., is confirmed as an FCC commissioner, filling post vacant since the expiration of the term of Frederick I. Thompson on June 30.

Nov. 24: BMI offers new eight-year blanket licenses at 25% reduction from original one-year contracts, covering both commercial and sustaining programs, with clearance at source on network shows.

Dec. 8: NBC separates Red and Blue networks by setting up Blue Network Co. with Mark Woods as president, Edgar Kobak as executive vice president.

Dec. 15: Defense Communications Board becomes supreme communications arbiter with the U.S. at war; plan is to keep broadcasting on as normal operations as possible.

Dec. 15: Dr. Frank Conrad, assistant chief engineer of Westinghouse known as the father of broadcasting for his pioneering achievements, dies of a heart attack at 67.

Dec. 15: President Roosevelt's broadcast to the nation on Dec. 9, day after war was declared, has largest audience in radio history (about 90 million) and highest ratings (CAB: 83; Hooper, 79).

Dec. 22: Byron Price, executive news editor of Associated Press, is appointed director of new censorship bureau.

Dec. 22: U.S. Weather Bureau bans weather broadcasts for duration.

Dec. 22: Thomas A. McClelland, chief engineer of KLZ Denver, on duty as an ensign with the USNR at Pearl Harbor, was killed in action during Japanese attack Dec. 7, radio's first casualty of the war.

Dec. 29: J. Harold Ryan, vice president, Fort Industry Co., is named assistant director of censorship, in charge of broadcasting.

1942

Jan. 5: Dept. of Justice files antitrust suits against NBC and CBS.

Jan. 5: Manila radio stations are "dismantled and destroyed" to keep them from falling into hands of Japanese.

FATHER COUGHLIN: CLERIC OF CONTROVERSY

AN OBSCURE but eloquent Catholic priest, Fr. Charles E. Coughlin, serving a parish at Royal Oak, Mich., near Detroit, rose swiftly to national prominence in the early '30s when his CBS network broadcasts captured the ears of millions. Soon it took 118 stenographers to handle his mail.

The broadcasts moved to an independent network in the summer of 1932, with 24 major stations carrying the *Golden Hour.* By 1935 his program was supported by a $300,000 kitty for time and telephone lines, one of the industry's major seasonal budgets.

Despite heated criticism both from his own church and non-Catholic sources, Fr. Coughlin had the support of his bishop. His radio counsellor was Leo Fitzpatrick, vice president-general manager of WJR Detroit; his agency, Aircasters Inc. By January, 1938 the independent hookup extended to 58 stations.

Signs of serious trouble began to appear in late 1937 after a change in bishopry. Fr. Coughlin, in his typical free-swinging manner, stated in a news interview that President Roosevelt showed "personal stupidity" in appointing Hugo L. Black to the U.S. Supreme Court. More trouble appeared when WOR New York rejected his program on the ground it would not sell time for commercial religious broadcasts.

By 1939 WMCA New York had rejected the program unless it could see the script in advance. WDAS Philadelphia adopted a similar policy, and both were promptly and indignantly picketed by aroused friends of the cleric. FCC remained discreetly silent.

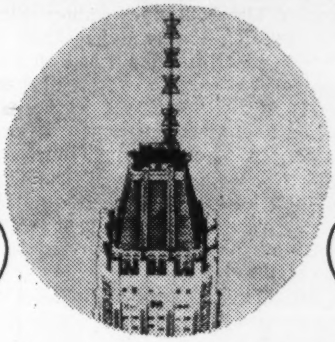
Though Fr. Coughlin had taken strong stands on religious and political topics, including material that was called anti-Semitic, he reached a controversial peak in 1939 when he urged listeners to organize "an army of peace" and march on Washington to protest the liberalization of neutrality laws. Charges followed that the priest was an enemy of democracy, disciple of fascism, advocate of violence and purveyor of hatred.

In August, 1939 Elliott Roosevelt, the President's son, criticized Fr. Coughlin on his MBS program, starting a fresh feud. NAB's new Code Committee went into operation Oct. 1, that year, with its compliance group ruling that neutrality discussions in sponsored programs were controversial and hence violated the code. This ruling didn't mention Fr. Coughlin specifically but a number of stations promptly cancelled his broadcasts. NAB's board endorsed the code interpretation and more stations cancelled.

FCC Chairman James Lawrence Fly gave the NAB implied endorsement by saying the code was a manifestation of democratic processes and urging that it be given a chance. A few years later he roundly rebuked NAB for some of the code clauses.

The program had fatal troubles in 1940. Another code ruling, issued in September, was construed as permitting Fr. Coughlin to be entitled to commercial time "but only during the period of the (Presidential) campaign."

When many large stations refused to sign contracts for the Fr. Coughlin series, the project was finally abandoned for lack of adequate facilities.



WMAR-TV

Maryland's Pioneer
Television Station
now celebrating its
9th Anniversary
salutes
Broadcasting - Telecasting
on its
25th Anniversary

CBS
TELEVISION NETWORK

***In Maryland, most people watch* WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Jan. 12: Radio censor J. Harold Ryan gets Fourth Interceptor Command at Los Angles to rescind ban on testimonials and request numbers, instituted for fear of coded espionage.

Jan. 19: Censorship code outlaws man-on-the-street and other ad lib interviews and quiz programs.

Jan. 19: Office of Facts & Figures is designated as clearing house for governmental broadcasts, with William B. Lewis, former CBS program vice president, as coordinator.

Feb. 2: Broadcasters' Victory Council is formed as liaison with all government agencies having wartime radio functions; chairman is John Shepard III, president, Yankee Network.

Feb. 2: FCC shuts off construction of new stations in all areas now getting primary service, pending formal orders from War Production Board freezing broadcast assignments for duration.

Feb. 2: ASCAP approves clearance at source on transcribed programs.

Feb. 23: The Advertising Council is organized by advertisers, agencies and media to put the talents and techniques of advertising at the disposal of government to inspire and instruct the public concerning various phases of the war effort.

Feb. 23: CBS cuts time allowed for commercials on newscasts by 20%, bans jingles or other "undue gaiety," puts restrictions on middle commercials.

March 23: Office of Censorship forbids any mention of weather on baseball broadcasts.

March 23: Committee on War Information issues war policies, pledges that public will get bad news as well as good, so long as no aid is given enemy.

March 30: Edward Klauber, CBS executive vice president, is elected to new post of chairman of the executive committee; Paul W. Kesten becomes vice president and general manager, with all departments reporting to him except programming, which reports to President William S. Paley.

April 13: Minimum program time required of tv stations is cut from 15 hours to four hours a week for war period.

April 13: U.S. Supreme Court upholds power of U.S. Court of Appeals of the District of Columbia to issue orders staying FCC decisions during the pendency of appeals; decision, called major legal victory for broadcasters, comes after three years of litigation by Scripps-Howard Radio on behalf of WCPO Cincinnati.

April 20: War Production Board cuts supply of shellac for phonograph records to 30% of last year's figure; transcriptions, made of vinylite, are not affected.

April 27: Deems Taylor, music composer, critic and commentator, is elected president of ASCAP, succeeding Gene Buck who had held post for nearly 20 years.

May 4: FCC issues freeze order on station construction.

May 18: NAB convention by-passes reorganization proposals, votes to set up industry-operated equipment pool, admits networks to active membership.

May 18: Keystone Broadcasting System, transcription network, holds first meeting of some 50 affiliated stations.

May 18: Blue Network grants 2% cash discount long sought by AAAA.

June 1: FCC eases operator requirements to meet shortage.

June 15: CBS revises its discount structure to include a new 15% discount for advertisers using the full CBS network of 115 stations.

June 22: President Roosevelt creates Office of War Information, appoints Elmer Davis, CBS commentator, as its director.

June 29: American Federation of Musicians notifies recording companies that after July 31 no AFM member will play for recordings of any kind.

July 13: Gardner Cowles Jr., publisher-broadcaster, is named assistant director of OWI in charge of all domestic operations; William B. Lewis, former CBS program vice president and radio chief of Office of Facts & Figures, heads radio bureau of Mr. Cowles' branch of OWI.

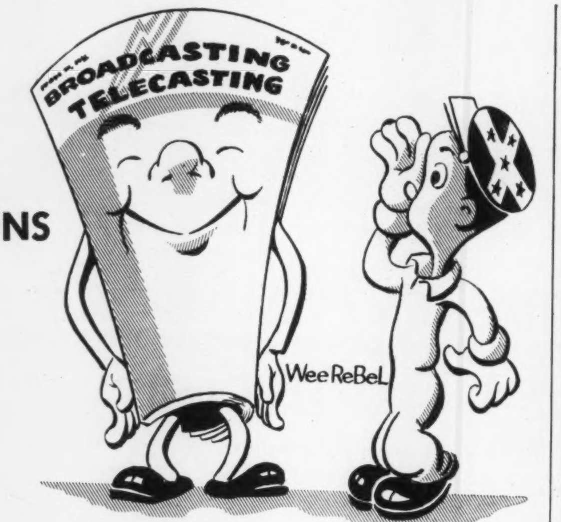
July 20: Petrillo ruling forces NBC to cancel broadcasts from National Music Camp at Interlochen, Mich.

July 20: Broadcasting is declared an essential industry by Selective Service System.

Aug. 3: Justice Dept. asks injunction as AFM President Petrillo refuses to cancel the strike against recordings.

Aug. 24: Ratings battle begins when OWI asks why C. E. Hooper Inc. shows audiences up in 1942 over 1941, while Cooperative Analysis of Broadcasting reports a decline.

Sept. 7: AFM makes record ban complete by canceling permission previously given to members to make commercial transcriptions for one-time air use.



OUR CONGRATULATIONS TO B-T

ON ITS 25 YEARS OF SINCERE SERVICE TO THE INDUSTRY

WRBL, Columbus, Georgia, too, has seen a quarter century and more of service. In 1928 WRBL Radio and in 1953 WRBL-TV, Channel 4, embarked on careers dedicated to serving the community, the Chattahoochee Valley and their total audience with THE BEST OF PROGRAMMING.

That policy remains today and will continue to guide our radio and television programming. We believe it pays big dividends for our advertisers.*

WRBL RADIO
5 KW
CBS

COLUMBUS, GEORGIA

WRBL•TV
CHANNEL 4

CBS
ABC

Represented by Hollingbery Co.

*Pulse Survey for Nov. '55 shows WRBL-TV tops in 402 out of 404 Competitive quarter hours.

from one pioneer to another . .

CONGRATULATIONS

BROADCASTING TELECASTING

ON YOUR **25th Anniversary**

To Sol Taishoff and our other good friends at BROADCASTING-TELECASTING, who have done such an outstanding job of furnishing the radio-television industry with up-to-the minute information, we TAKE OFF OUR TEXAS SIZE HAT! Sincerest congratulations on your 25th Anniversary.

WBAP RADIO

From a humble beginning as one of the pioneers of Southwest radio broadcasting, WBAP-RADIO is now in its 34th year of radio service to the Fort Worth-Dallas area. With two great stations — WBAP-820 and WBAP-570 — delivering IMPACT RADIO to a 10 BILLION DOLLAR, 4-STATE market, WBAP-RADIO now stands out as one of the foremost radio advertising mediums in the entire nation!

WBAP TV

On September 27, 1948, WBAP-TV, Channel 5, became the first television station on the air in the Southwest. Now entering its 9th year of telecasting, WBAP-TV has scored many other firsts: First to offer complete color telecasting facilities . . . first with consistent good programming, both local and network . . . first in delivering the full Fort Worth-Dallas audience to advertisers! And as in the past, WBAP-TV will continue to set the pace for the television industry in the Southwest!

WBAP

AM ★ FM ★ TV
820 ★ 570 ★ CHANNEL 5

STAR-TELEGRAM STATIONS • ABC — NBC • FORT WORTH, TEXAS

AMON CARTER | AMON CARTER, JR. | HAROLD HOUGH | GEORGE CRANSTON | ROY BACUS

Founder | President | Director | Manager | Commercial Manager

PETERS, GRIFFIN, WOODWARD, INC. — NATIONAL REPRESENTATIVES

WHICH ONE HAS THE FRENZY?

TO MODERATE the concern of those upset by Elvis Presley's tv performances, here's a picture of some earlier-day rock and roll. It was called swing. Announcer Harry Lytle (l) was snapped in September 1938 conducting a swing session on WOSU Columbus. Mr. Presley was snapped in September 1956 preparing for a CBS-TV broadcast. The mood's the same; only the names have been changed.

Oct. 12: Radio time contributed to government would cost $64 million a year at regular commercial rates, Elmer Davis, OWI director, states in testimony before House Appropriations Subcommittee.

Oct. 19: Chicago Federal Court dismisses government suit against AFM on grounds a labor dispute is involved; AFM President Petrillo rejects request of Chairman Wheeler of Senate Commerce Committee to lift recording ban for duration of the war; transcription companies plan united action.

Nov. 2: Government leases shortwave stations from private owners; Office of War Information and Coordinator of Inter-American Affairs to handle programming.

Nov. 16: Dr. Miller McClintock, executive director of the Advertising Council, is named first paid president of MBS.

Nov. 23: FCC adopts wartime equipment pool plan for all licensees.

Dec. 21: General Tire & Rubber Co. contracts to buy Yankee Network, its four am and two fm stations, for $1.2 million.

1943

Jan. 4: Office of War Information asks stations to clear a quarter-hour, Monday-Friday strip for important war information broadcasts, which will be available for local sponsorship.

Jan. 18: Under pressure of Senate committee, James C. Petrillo agrees to convene the AFM board to draft terms for resumption of work on recordings.

Jan. 25: House approves Cox resolution to investigate the FCC; Rep. Eugene Cox (D-Ga.) attacks FCC as "nastiest nest of rats in this entire country."

Feb. 15: AFM proposes recording companies pay fixed fee for each recording into union unemployment fund, amount to be negotiated, as price of ending strike; transcriptions for one-time use exempted.

March 1: Recording companies reject Petrillo "fixed fee" plan involving unacceptable philosophy that recording industry has "special obligation to persons not employed by it."

March 1: FCC adopts policy to protect applications for tv and fm facilities until end of war.

THE PULSE* OF TOLEDO

"Toledo's Finest Radio"

WOHO

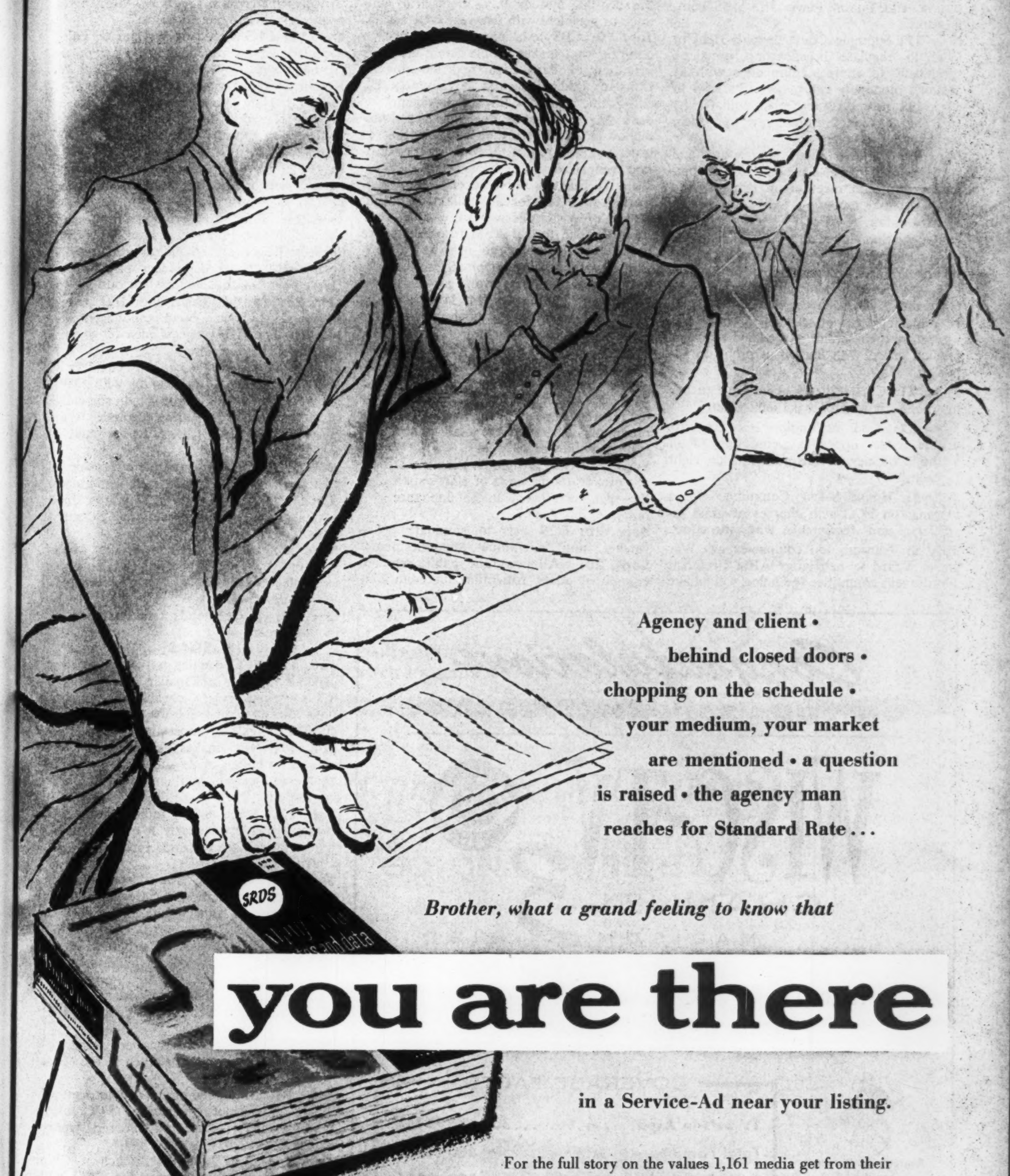
THE GREAT INDEPENDENT

1470
KILOCYCLES

1000 WATTS
FULL TIME

*ASK A JOHN E. PEARSON MAN WHY
MORE PEOPLE LISTEN—MORE OF THE TIME

MUSIC -:- NEWS -:- SPORTS



Agency and client •
behind closed doors •
chopping on the schedule •
your medium, your market
are mentioned • a question
is raised • the agency man
reaches for Standard Rate . . .

Brother, what a grand feeling to know that

you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

March 8: First Alfred I. du Pont awards of $1,000 each for public service broadcasting go to KGEI, General Electric shortwave station, and Fulton Lewis Jr., MBS commetator.

May 17: Supreme Court upholds right of FCC to regulate broadcasting practices, specifically to compel compliance with its network monopoly rules; networks rush to work out new contracts with affiliates by June 14 deadline; exclusivity is forbidden, option time curtailed.

May 17: Transcription companies and AFM reach impasse in negotiations as companies refuse to meet union demand that they withhold recording from any station deemed unfair by AFM.

May 24: Supreme Court rules FCC erred in breaking down 850 kc channel and assigning WHDH Boston fulltime on that frequency without hearing testimony from its occupant, KOA Denver; decision seen as guaranteeing right of stations for full hearing before their service is modified by Commission order, with burden of proof on applicant.

June 21: CBS affiliates open drive to bar hitch-hike, cow-catcher announcements.

June 21: Assn. of Radio News Analysts adopts code opposing censorship; Paul White, CBS news director, insists on right to "edit."

July 5: House Select Committee opens hearings on FCC with charges of gross inefficiency and interference with war effort.

July 5: Transcription companies ask War Labor Board to help after AFM President Petrillo tells committee the union will "make no more transcriptions for anyone at any time."

July 12: Decca Records buys World Broadcasting System; P. L. Deutsch to continue as president with five-year contract.

July 19: CBS tests program analyzer to find out what makes people listen; device is invention of Paul Lazarsfeld, director of Office of Radio Research at Columbia U., and Frank Stanton, CBS vice president.

July 26: War Labor Board accepts jurisdiction in AFM recording ban, but fails to order union to return to work for transcription companies.

Aug. 2: Edward J. Noble buys Blue Network from RCA for $8 million cash; will dispose of WMCA New York.

Aug. 9: Plan to end AFM recording strike by getting broadcasters to agree to pay performance fees to union for all musical record broadcasts and to work for legislation giving copyright in records to both recording artist and recording company finds little favor among broadcasters.

Aug. 9: Edward Klauber resigns as CBS director and chairman of executive committee because of ill health.

Aug. 30: MBS plans to use 3-5 p.m. time for recorded repeats of top evening network programs; offers free time to advertisers during test period of 13 weeks.

Sept. 13: Gen. Dwight D. Eisenhower himself broadcasts the news of Italy's surrender, the first such event to be announced by radio.

Sept. 20: CBS acts to eliminate "cowcatcher" and "hitch-hike" announcements.

Sept. 20: NAB news and public relations committee adopt resolution on editorializing on air, that management must have final say as it is responsible to public as licensee.

Sept. 27: Decca Records and World Broadcasting System sign with AFM, agree to pay royalties direct to union.

Oct. 11: CBS President William S. Paley accepts overseas psychological warfare assignment with OWI; board elects Paul W. Kesten executive vice president.

Oct. 18: Mark Woods remains as president of Blue Network and Edgar Kobak as executive vice president as Edward J. Noble assumes ownership.

Oct. 18: Government drops antitrust suits against networks; MBS dismisses its action against RCA-NBC.

Oct. 25: Four transcription firms—Associated Music Publishers, Lang-Worth, C. P. MacGregor and Standard Radio—sign with AFM; NAB denounces principle of direct payment to union as "vicious."

Oct. 25: Treasury Dept. and OWI permit sponsorship of war bond announcements, for first time; OWI rejects idea of government itself buying time.

Nov. 8: R. Morrie Pierce, chief engineer of WGAR Cleveland, on leaving with OWI, is revealed as having major role in surrender of Italian fleet, broadcasting surrender terms from "baling wire" transmitter he built at Algiers.

Nov. 29: FCC bans multiple ownership of standard broadcast stations in same area, effective immediately for new grants, June 1, 1944, for existing "overlapping" situations.

Nov. 29: Edward Klauber, former chairman of CBS executive committee, becomes associate director of OWI, succeeding Milton S. Eisenhower.

Dec. 20: FCC extends broadcast licenses to three years.

1944

Jan. 17: FCC decides not to adopt any general rule on newspaper ownership of radio stations but to consider all applications on individual merits; announcement ends three years of uncertainty.

Jan. 17: NBC makes its programs available to fm outlets of its am affiliates without charge to sponsors until increased audience warrants it.

Jan. 17: Some 6,000 radio station and network employes, nearly a quarter of the industry total, are in armed forces, a BROADCASTING survey reveals.

Jan. 31: FCC-WBC ease construction ban, permitting new stations where such grants would serve an "outstanding public need or national interest."

Jan. 31: CBS makes its programs available for fm stations of am affiliates at no charge to sponsors.

Feb. 7: J. Harold Ryan, assistant director of censorship, is elected president of NAB for an interim period.

Feb. 7: Television Broadcasters Assn., organized in January, elects Allen B. Du Mont as first president.

Feb. 14: Senate confirms appointment of E. K. Jett, chief engineer of FCC, as a commissioner, succeeding George Henry Payne.

Feb. 14: Gov. John W. Bricker of Ohio urges legislation to restrict the FCC and keep radio as free as the press.

March 6: MBS restricts commercial religious programs to Sundays before 1 p.m., limits to half-hour, bans fund appeals.

Congratulations

ON YOUR 25th ANNIVERSARY

WISC-TV

CHANNEL 3

MADISON WISC.

CBS TELEVISION NETWORK

100,000 Watt VHF Coverage in 30 Counties in Wisconsin, Illinois and Iowa

COVERAGE FACTS

TV Sets in Area..............300,170 (1956)
Total Families...............409,800 (1956)
Total Population...........1,389,100 (1956)
Total Retail Sales......$1,681,147,000 (1955)

Represented Nationally by PETERS, GRIFFIN, WOODWARD, Inc.

1.

Poor Ab O'Ridginy, so she'd repine no more,
Promised his helpmate to knock off a dinosaur.

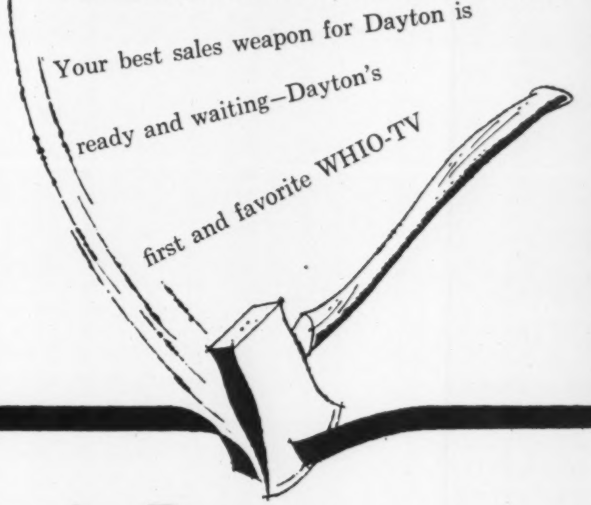
2.

This, on reflection, seemed good for no yaks—
No one yet, you must know, had invented the axe.

3.

So Ab did—and whanging the big lizard's gizzard,
Proved that the right weapon makes you a wizard!

4. Moral: *You* don't have to invent it!



Your best sales weapon for Dayton is ready and waiting—Dayton's first and favorite WHIO-TV

For sales prowess in Dayton

THE SHOW MUST GO ON **whio-tv**

How's to get *your* share of sales from Dayton's 593,856 families of viewers and their 511,310 TV receivers? *Via* WHIO-TV! How else? Surveys say that they *really* keep their eyes on us, morning, afternoon, and evening.* And don't forget, those figures prove that our rich Miami Valley audience is 86.1 *televised.* Ask for the full story from Pithecanthropus Erectus George P. Hollingbery, National Representative.

*** August Pulse - 14 out of 15 weekly shows**
9 out of 10 multi-weekly shows.

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

HI·FI

TELEVISION

in the

great Tampa Bay

Suncoast area

WSUN-TV

- PIONEER SINGLE STATION DOMINANCE
  for 21 months
- SOLIDLY ENTRENCHED
  in a $770,000,000 market
- 100% COVERAGE
- 100% ALL CHANNEL AREA*

WSUN-TV

ST. PETERSBURG-TAMPA

ABC On The Florida Suncoast

Represented by
Venard. Rintoul, & McConnell, Inc.
James S. Ayers, Southeastern

* ARB
PULSE

April 3: Joske's of Texas, San Antonio department store, launches year's campaign, developed in cooperation with NAB, to test value of radio advertising for retailers.

May 1: CBS proposes starting off postwar tv with high definition, full color pictures, broadcast on 16 mc bands.

May 8: Military authorities and radio networks discard traditional taboos to cooperate in providing the American public full and immediate reporting of the invasion of Europe by Allied forces.

May 22: Comr. T. A. M. Craven, retiring from FCC to become Washington vice president of Iowa Broadcasting Co. (Cowles stations), which plans expansion into East.

May 22: Single ownership of five tv stations is permitted by FCC, up from former limit of three.

June 5: Purchase by Sol Taishoff and wife of the 50% interest in BROADCASTING owned by Mr. and Mrs. Martin Codel gives the Taishoffs full ownership of the magazine founded by Mr. Taishoff and Mr. Codel in October 1931. Mr. Taishoff becomes publisher of BROADCASTING, post held by Mr. Codel, and continues as editor.

June 5: Colgate-Palmolive-Peet Co. notifies stations to suspend all spot and station break announcements for 24 hours or longer after news of invasion breaks.

June 12: Ready for its greatest on-the-spot reporting job, radio gives nation news of the invasion of Europe by Allied forces under Gen. Eisenhower, swiftly, calmly, seriously.

June 12: Allied Expeditionary Forces inaugurate a broadcasting service for troops invading Europe, under direction of Col. Edward M. Kirby, former NAB public relations director.

June 19: National War Labor Board orders prompt settlement of recording dispute between RCA, CBS, NBC and AFM with union to let members resume work for those companies; calls for negotiation of settlement agreement within 15 days; AFM refuses to let members work for those companies until they accept the same terms as other recording firms.

July 17: WJR Detroit bans middle commercials on newscasts.

July 31: MBS plans to outlaw hitch-hikes, cow-catchers next year.

Aug. 14: NBC announces it has completely eliminated hitch-hikes and cow-catchers from all programs it broadcasts.

Aug. 21: Unable to secure voluntary compliance of AFM with its order to cease

WHEN NBC BEGAN REGULAR NETWORKING

NOV. 15, 1926, saw the beginning of a new era in American broadcasting. On that day the first NBC program inaugurated network broadcasting on a regular, permanent basis. Before that there had been a number of network broadcasts, but each had been an individual affair, with stations hooked together only for the time required to carry some special event like a championship prize fight or a Presidential address. But with NBC came regularly scheduled programs and the beginning of regular listening each week "same time, same station."

A guest at the first NBC program, Bruce Barton, today chairman of the board of BBDO, described the coming network radio in an article in the August 1927 issue of *American* magazine, from which the following paragraphs are quoted:

"On Nov. 15 of last year, I put on my stiff shirt and went down to the Grand Ballroom of the Waldorf-Astoria Hotel to attend the inaugural program of the National Broadcasting Co. There were perhaps 500 other stiff-shirted gentlemen there, and as many ladies in evening dress.

"Down in front was Walter Damrosch with his orchestra, playing the accompaniment for Titta Ruffo, Metropolitan Opera star. Harold Bauer, the famous pianist, came in a few minutes later. His ship had been delayed, and a special tug had been sent down the harbor to hurry him to the dock, so that he might appear on this program at the exact minute announced. Following his performance was a second's pause, and then suddenly, as clear and strong as though the voice were there beside us, the announcer—'Ladies and gentlemen: We are now in the Drake Hotel, Chicago, in the parlor of Miss Mary Garden. Miss Garden will sing.'

"And Miss Garden did.

"Another second's pause, and again a different announcer—'Ladies and gentlemen: We are now in Independence, Kansas, in the dressing room of Mr. Will Rogers. Mr. Rogers will speak.'

"And out of the air about us came the unmistakable tones of Will, who said he was traveling around the country as 'God's gift to those who had failed to see Queen Marie.'

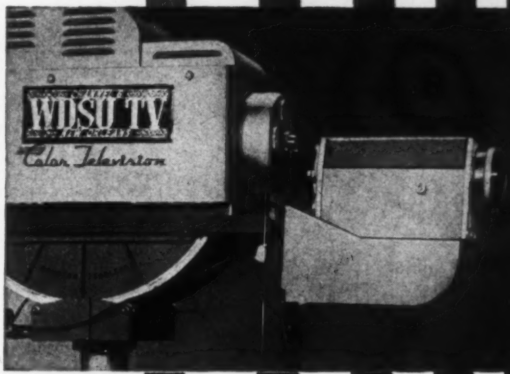
"I was sitting in Mr. [Owen] Young's box, and while Will Rogers was still speaking, a messenger entered and passed us a photograph. A photograph of Mary Garden before the microphone in her parlor at the Drake Hotel; a photograph taken less than half an hour before and sent to us over the wire. I passed it back without any comment. What comment could one make that would not be inane?

" 'Where's Deac Aylesworth? [the late M. H. Aylesworth, NBC's first president]' I asked.

" 'Downstairs,' somebody answered. 'Weber and Fields are to wind up the program. They have never been in front of the microphone, and they're scared half to death for fear they won't remember their lines.'

"I went downstairs. Behind a big screen in one of the dressing rooms I found the veteran comedians, studying bits of paper like schoolboys cramming for an examination. And with them Deac Aylesworth, holding their hands and telling them not to worry, because everything was going to be all right."

"...in order to make a color camera versatile we use a [GPL] Vari-Focal Lens..."



says Mr. Edgar B. Stern, Jr., President, WDSU-TV, New Orleans, as reported in *Broadcasting-Telecasting*

Color or black-and-white—the GPL Vari-Focal Lens doubles the versatility and usefulness of any camera with which it is used.

As WDSU-TV and many other stations have found, with a Vari-Focal Lens you can handle an entire show with one camera. In fact you can perform most work ordinarily requiring two chains, for the GPL Vari-Focal Lens can zoom continuously from a long shot to an extreme close-up without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

The Vari-Focal Lens is completely color-corrected, and fits all monochrome and color image-orthicon cameras.

Equally useful in studio and field, the GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry. It can make a 10:1 change in focal length in two 5:1 steps—from 3" to 15" and 6" to 30". Once the camera is focused, the object remains sharp, including corners, as the focal length is varied.

Silently motor-driven, the lens can be operated from camera or control room. A new feature, manual focus control, is now available. With this control, located at the cameraman's fingertips, changes in focal plane can be made by simple turns of the knob.

And, of course, the GPL Vari-Focal Lens has same standard of resolution as high-quality camera lenses of fixed focal length. Its field is flat over the entire range.

No wonder the GPL Vari-Focal Lens is used by progressive stations all over the country. They know that there is no more effective way to multiply the usefulness of their camera equipment.

All three of the big TV networks have multiple installations

Find out for yourself just how versatile a TV camera can be—write or phone us for full information or a demonstration of the GPL Vari-Focal Lens.

GPL

GENERAL PRECISION LABORATORY INCORPORATED
Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

the 6th most powerful station * IN THE COUNTRY!

NOW 500,000 Watts

224,068 Sets

WTVH's new IDECO tower and RCA hi-gain antenna now stands 660' above ground!

DELIVERING AN AUDIENCE Exceeding 1,109,000 (Covering all or part of 28 counties)

MAKE NO MISTAKE about it, Peoria is Illinois' 2nd Market! WTVH consistently captures the vast bulk of the rich industrial audience of Central Illinois. Seven of the top ten shows! Ask your PETRY man about 19's power in the Peoria market!

* Yielding only to stations in Miami, New Orleans, Portland, Scranton and Wilkes-Barre.

Channel 19 WTVH

PEORIA, ILLINOIS

Represented by EDWARD PETRY & CO., Inc.

strikes against recording companies and KSTP St. Paul, War Labor Board refers matter to Office of Economic Stabilization.

Sept. 25: Chester J. LaRoche, former chairman of Young & Rubicam, is elected vice chairman of the Blue Network board, making him operating head of the network.

Sept. 25: FCC approves exchange of Cowles' WMT Cedar Rapids for American Broadcasting Co.'s WOL Washington, previously cleared with Internal Revenue Bureau which agreed there need be no tax payment since no money is involved in transfer.

Oct. 2: FCC opens hearings on postwar allocations with testimony of Radio Technical Planning Board that agreement had been reached to recommend the 41-56 mc band for fm, tv allocations to extend upwards from there.

Oct. 2: Democrats begin five-minute broadcasts, using last part of popular half-hour network shows where advertiser will clear it.

Oct. 9: CBS, in testimony presented by Paul Kesten, executive vice president, asks for more space for fm, with tv being moved to uhf part of spectrum above 300 mc.

Oct. 16: Muzak Corp., now owned by William B. Benton, asks FCC for a "suitable number" of fm channels for a non-commercial subscription broadcasting service, non-subscribers to get a "pig squeal."

Oct. 16: AFM President Petrillo rejects direct appeal of President Roosevelt to call off recording strike against RCA, CBS, NBC.

Oct. 23: Invasion of the Philippines is first announced by radio from a floating broadcasting station off Leyte; Maj. A. A. Schechter, former NBC news chief, directs radio coverage.

Oct. 23: Morris Pierce enlists the cooperation of an armored division to capture Radio Luxembourg intact, giving OWI a 150 kw transmitter to use in support of advancing Allied armies.

Nov. 6: Edgar Kobak resigns as executive vice president of Blue Network to become president of Mutual.

Nov. 6: Chairman James Lawrence Fly resigns from FCC to open own law office in New York.

Nov. 20: Paul Porter, former CBS attorney, wartime government official, publicity director of the Democratic National Committee, is nominated for FCC.

Nov. 20: RCA, CBS and NBC give up fight against AFM; submit to royalty payments to union unemployment fund.

Nov. 20: Broadcast Measurement Bureau plan is approved by ANA and AAAA; NAB appropriates $75,000 for first year's operation.

Nov. 27: WWJ Detroit bans all transcribed announcements as of Feb. 1, 1945.

Nov. 27: Blocking AFM plans to take over transcription handling, National Labor Relations Board certifies NABET, technicians union, as bargaining unit for all NBC and Blue owned stations outside Chicago (where AFM local already has the contract).

Dec. 4: Robert D. Swezey, general counsel of Blue Network, moves to Mutual as vice president and assistant general manager.

Dec. 18: First convention of Television Broadcasters Assn. has attendance of 750; calls for united effort to get tv started properly; elects J. R. Poppele, WOR New York chief engineer, as second president.

Dec. 18: FCC adopts rule calling for disclosure of identity of person or organization sponsoring or supplying program; NAB convinces Commisssion words "paid for" are not necessary.

Dec. 25: Paul Porter is sworn in as FCC chairman on recess appointment of President when Congress adjourns without confirming him.

Dec. 25: FCC transfers o&o station licenses, ratifying change of Blue Network to American Broadcasting Co.

1945

Jan. 8: NABET walks out of negotiations with NBC, ABC; takes its case to National Labor Relations Board.

Jan. 8: Hugh M. Feltis resigns as general manager, KFAB Omaha, to head Broadcast Measurement Bureau.

Jan. 16: FCC announces allocations proposals: tv band is divided; fm moved to 84-102 mc to the disappointment of its advocates who had hoped to keep it in the 50 mc area; BROADCASTING delays publication from Monday to Tuesday to include new allocation plan.

Jan. 22: Senate unanimously confirms appointment of Paul Porter as FCC chairman.

Jan. 29: WJZ New York bans transcribed programs from 8:30 a.m. to midnight.

Jan. 29: Cecil B. De Mille, refusing to pay special AFRA $1 assessment to oppose a so-called "right to work" proposition on last November's ballot and failing in his court fight to prevent his suspension by union, can no longer appear on *Lux Radio Theatre* broadcasts.

Feb. 12: Liberation of Manila completely covered by radio; highlight is broadcast of Bert Silen, released from Santo Tomas internment camp, who told NBC audience: "As I was saying when I was so rudely interrupted over three years and a month ago . . ." (He had been broadcasting on NBC when Jap bombs destroyed the Philippine transmitter).

Feb. 12: AFM tells members not to appear on television until further notice; stations not notified.

April 2: Charles R. Denny is confirmed as a member of the Commission; Rosel H. Hyde succeeds him as general counsel.

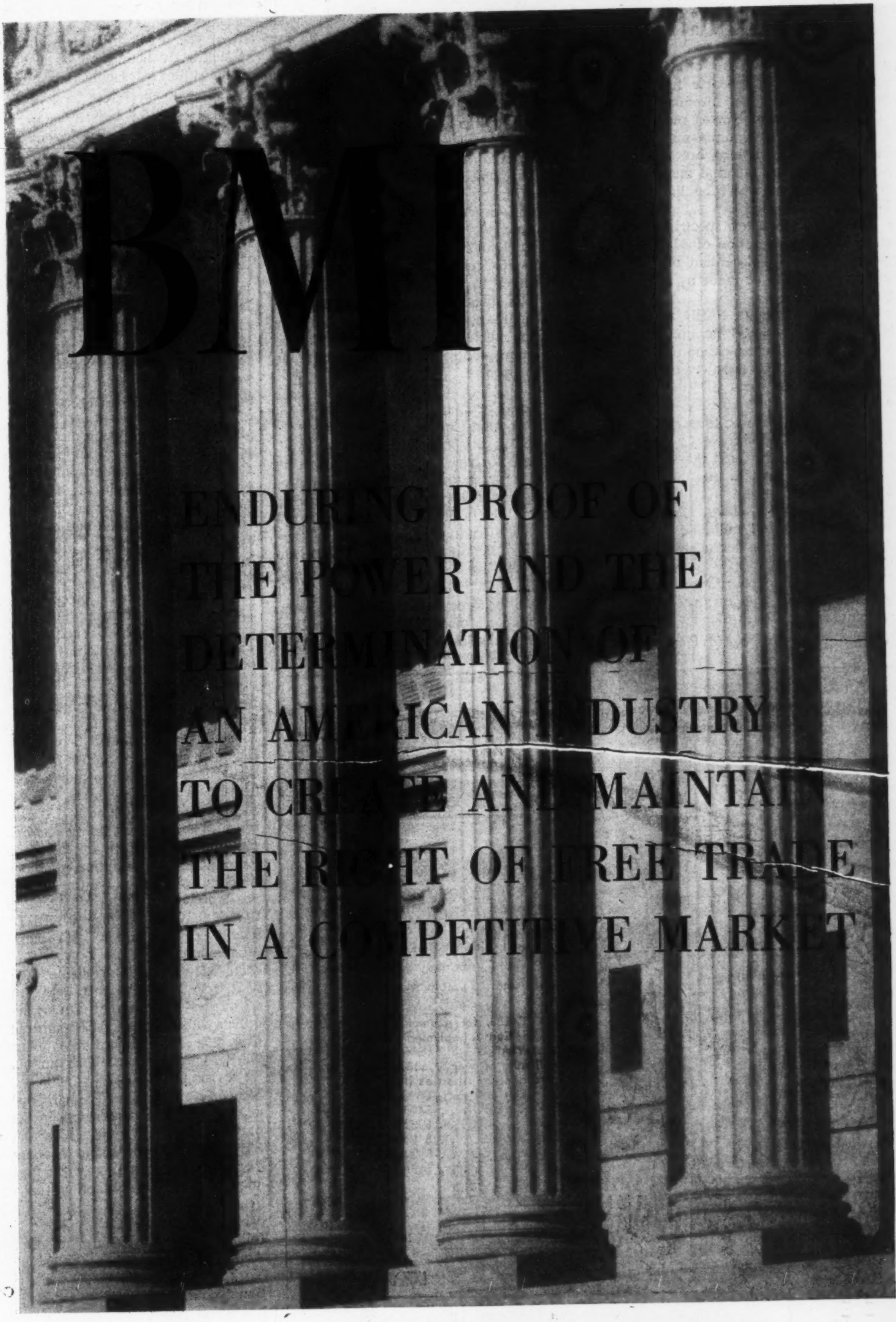
April 16: Radio handles death of President Roosevelt with dignity and restraint; commercial programming discarded for tributes;

Capital
VISCOUNT

VISCOUNT

NON-STOP BETWEEN NEW YORK AND CHICAGO

Capital AIRLINES


BMI
ENDURING PROOF OF
THE POWER AND THE
DETERMINATION OF
AN AMERICAN INDUSTRY
TO CREATE AND MAINTAIN
THE RIGHT OF FREE TRADE
IN A COMPETITIVE MARKET

This advertisement first appeared in the Broadcasting Yearbook, 1942 announcements eliminated, only news and music retained.

April 23: Philco Corp. dedicates world's first multi-relay network between Philadelphia and Washington, seen as forerunner of nationwide tv networks.

May 14: Pooled coverage of Nazi surrender brings American people full details of end of war in Europe; for broadcasters V-E Day means end of ban on man-in-the-street programs, request numbers and other wartime program restrictions, but continued demands for men and material mean freeze on new construction won't be lifted until V-J Day.

May 21: FCC allocates spectrum space above 25 mc with exception of 44-108 mc; delays decision as to placement of fm for propagation studies to be made by FCC and industry engineers.

June 4: In joint request, FMBI and TBA ask FCC to allocate 44-108 mc immediately: fm to get 50-54 mc for education use, 54-68 mc for commercial operation; tv to receive 68-74 mc and 78-108 mc.

June 4: Stations object to FCC questions on commercial-vs-sustaining time; point out that sponsorship does not prevent a program from being public service and that commercial-sustaining ratio is not a true measure of operation in public interest.

June 4: Radio's top client, Procter & Gamble Co., spends $11 million a year for time, probably the same for talent, BROADCASTING study reveals.

June 25: Judge Eugene Octave Sykes, charter member of the original Federal Radio Commission, dies at 69.

June 11: Frank Stanton, vice president of CBS, is elected a director and appointed general manager; vice presidents Joseph H. Ream and Frank K. White also elected directors of CBS.

July 2: FCC allocates fm to 88-106 mc band; tv: ch. 1, 44-50 mc; ch. 2-4, 54-72 mc; ch. 5-6, 76-88 mc.

July 9: FCC eases rules on transcription identifications, dropping requirement for identifying each record played and leaving language up to broadcaster.

July 16: William H. Wills, former governor of Vermont, becomes newest FCC Commissioner.

July 23: Associate Justice Justin Miller is picked as new NAB president, to assume office Oct. 1 for five-year term.

Aug. 6: FCC adopts new provisions requiring licensees to file annual ownership reports, plus interim reports on changes in "policy making personnel"; ownership data to become public record but network and transcription contracts and financial data not to be open.

Aug. 6: FCC, by 4 to 3 vote, approves sale of Crosley Corp., including WLW Cincinnati, to Aviation Corp. for $21 million.

Aug. 6: Westinghouse discloses "stratovision" plan for airborne tv transmitters to serve as relay stations for tv and fm programs as networks without wire connections.

Aug. 6: U.S. Circuit Court of Appeals upholds NLRB ruling in awarding platter-turning jurisdiction at NBC and ABC to NABET, turning down AFM.

Aug. 13: FCC decides financial data it collects will be kept confidential or disclosed at Commission's discretion; to broadcasters' protests that disclosing their financial affairs would put them at disadvantage with competitive media, Comr. Clifford Durr replied that newspapers and magazines are private, radio is public.

Aug. 13: FCC announces that on Oct. 7 it will start acting on applications in its pending files, presaging radio's greatest construction boom.

Aug. 13: NAB chooses A. D. Willard, manager of WBT Charlotte, as executive vice president at $25,000 a year; replaces Code with Standards of Practice that leave vital question of selling time for controversial topics up to individual station operator.

Aug. 13: Rep. Emanuel Celler (D-N.Y.) demands that FCC "crack down" on broadcasters, pay more attention to renewals of station licenses, order designated hours set aside for sustaining educational and cultural programs, pass on station sales prices; criticizes programs for having too much "corn," commercial content and boogie-woogie.

Aug. 13: In first proceeding under Sec. 315 (equal time for political candidates provision), Commission dismissed complaint against WDSU New Orleans with strong admonition that stations must not give advantage to any single candidate.

Aug. 20: World learns of Jap acceptance of Potsdam terms and end of World War II by radio.

Sept. 10: Approving sale of Crosley radio properties to Avco by 4-3 vote, FCC announces "open bid" proposal for future station sales, permitting number of applicants to compete for acquisition of any station put on market with FCC determining the successful buyer on same basis as awarding a new facility.

Sept. 17: FCC issues rules and regulations for fm broadcasting.

Sept. 17: Associated Broadcasting Corp. puts fifth national network on air.

Sept. 24: FCC issues plan for distribution of 13 vhf channels among 140 markets.

Sept. 24: Mark Woods, ABC president, resumes active direction of network as Chester J. LaRoche drops executive duties.

Sept. 24: Subscription radio plan is dropped as William Benton becomes Assistant Secretary of State.

Oct. 1: Networks sign NABET contract, including recognition of platter-turning jurisdiction.

Oct. 22: James C. Petrillo, AFM president, tells networks that dual broadcasting of musical program on fm as well as am outlets violates their AFM contracts.

Oct. 22: FMBI board votes to merge with NAB, which will establish an autonomous fm division.

Nov. 5: President Truman opens radio news gallery broadcast room in Senate wing of Capitol.

Nov. 26: BROADCASTING becomes BROADCASTING • TELECASTING with first appearance of TELECASTING on cover and masthead.

Nov. 26: New FCC tv allocations plan follows proposals of Television Broadcasters Assn., assigns seven channels each to New York, Chicago and Los Angeles, gives additional channels for 33 other cities, sets 28 hours a week as minimum operating schedule.

Dec. 10: U.S. Supreme Court rules that FCC must hear all mutually exclusive appli-

ONE
will get you...
FIVE
4 WARWICK
2 HAMPTON
5 NEWPORT NEWS
1 NORFOLK
3 PORTSMOUTH
CBS

It is as "easy as duck soup" to dominate *five* of Virginia's most dynamic cities. Buy their one and only "V" Station . . . WTAR-TV. All well within WTAR-TV's "Grade A" Signal, they combine to make America's 26th Market.

In RETAIL SALES, for example . . . The Bureau of the Census (preliminary Report) shows that WTAR-TV's total coverage area has Retail sales of over $1,583,874,000. And here are Retail sales by cities:

NORFOLK	$405,230,000
HAMPTON	$ 52,075,000
PORTSMOUTH	$ 96,980,000
WARWICK	$ 24,220,000
NEWPORT NEWS	$ 88,264,000

WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

com-
eplied
ivate,

Oct. 7
n its
con-

llard,
cutive
places
leave
ntro-
ation

N.Y.)
road-
ls of
s set
cul-
rices;
much
ogie-

Sec.
dates
plaint
trong
e ad-

tance
ar II

radio
C an-
uture
ppli-
any
ining
ard-

tions

Corp.

ution
.
dent,
Ches-

is
sist-

ract,
ning

resi-
ting
am

with
nous

adio
ving

OAD-
ear-
ast-

plan
ters
New
ddi-
28
ting

that
pli-
ING

LONG-TERM POWER DELIVERY

. . . through "proved-in" tube design

Using grid-flange design—an RCA development—this RCA power triode contributed to a new era in VHF operation.

HOW TO GET MORE HOURS FROM AN RCA-5762

- Hold filament voltage at 12.6 volts—right at tube terminals
- Operate each new tube as soon as you receive it
- Keep air-cooling system clean. It helps prevent tube and circuit damage caused by overheating
- Always operate tube within RCA ratings. Follow instructions packed with tube
- Handle tube carefully—to avoid mechanical damage
- Operate spare tubes periodically

Incorporated within this well-known air-cooled triode are some of the most unique technical advancements in the history of power-tube design. Many of these RCA techniques have evolved from experience gained over years of actual tube operation on the air. All of them contribute substantially to the remarkable endurance of this tube in day-in, day-out transmitter service—over many thousands of hours.

Backed by more than a quarter century of specialized experience in designing and building world-famous high-power tubes, RCA-5762's are paying dividends for broadcasters—continually—in lower tube costs per hour of operation, and in stable performance of the transmitter.

Your RCA Tube Distributor can handle your order for Type 5762's—promptly. Call him.

RCA **TUBES FOR BROADCASTING**

Radio Corporation of America Harrison, N. J.

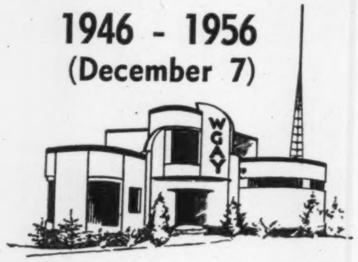
Congratulations

to

A 25 YEAR OLD YOUNGSTER
FROM A 10 YEAR OLD

WGAY

1946 - 1956
(December 7)



1050 KC

First station to serve exclusively
the rich suburban Maryland market
of Washington, D. C.*

Represented Nationally by
THE WALKER COMPANY

*(Montgomery and Prince Georges Counties Md., over 608,000 alone.)

MBS *joins* **'SRS**

THE RIGHT COMBINATION FOR
NETWORK—COMMUNITY—SERVICE
WHERE STEPPED-UP RADIO SELLS
'ROUND THE CLOCK WITH
GREATER CLEVELAND'S
NUMBER 1 STATION

RADIO **WSRS**

DIAL 1490

cations before making grants; reverses grant to WJEF Grand Rapids, Mich., sustains appeal of WKBZ Muskegon, Mich.

Dec. 17: Licensees must retain control of programs, U.S. District Court for New Mexico rules, outlawing contract whereby KOB Albuquerque was to turn over an hour a day of broadcast time to New Mexico College of Agriculture & Mechanical Arts.

Dec. 24: FCC announces tentative allocations plan for fm, providing for over 1,500 fm stations; makes 32 more conditional grants, bringing total to 229.

1946

Jan. 14: William S. Paley is elected board chairman of CBS; Paul W. Kesten becomes vice chairman; Frank Stanton is elected president.

Jan. 28: After two days of hearings, FCC denies petitions of Zenith and General Electric, rules that fm stay at 88-108 mc.

Jan. 28: Achievement of John H. DeWitt in "shooting the moon" is sensation of IRE convention; report details how the chief engineer of WSM Nashville, as an Army Signal Corps officer, bounced a radar signal off the celestial body some 240,000 miles away and got the echo back on earth.

Jan. 28: U.S. Court of Appeals reverses FCC denial of license renewal to WOKO Albany because of concealed minority stockholdings, holds the Commission acted arbitrarily; FCC plans appeal to U.S. Supreme Court.

Feb. 4: General Mills allocates $5 million, half its advertising budget, for radio in 1946.

Feb. 4: CBS demonstrates color television film program broadcast from its new uhf transmitter; says with industry cooperation color for the home can be available within a year.

Feb. 18: Charles R. Denny Jr. becomes acting chairman of FCC as Paul Porter is drafted to head Office of Price Administration.

Feb. 18: First Washington-New York telecast through AT&T coaxial cable is termed success by engineers and viewers.

Feb. 25: House approves Lea Bill to outlaw union excesses, chiefly those of AFM against radio, by a 222-43 vote.

Feb. 25: Westinghouse report on Stratovision reveals that usable signals transmitted with 250 w from altitude of 25,000 feet have been picked up 250 airline miles away.

March 4: NARBA signatory nations negotiate three-year interim agreement; clear channel stations protest compromise which gives Cuba right to use five U.S. clear channels, foreseeing damaging interference.

March 4: Donald Flamm, former owner of WMCA New York, wins $350,000 verdict against Edward J. Noble, ABC board chairman, in New York Supreme Court; jury upholds Mr. Flamm's charge he was forced to sell station to Mr. Noble in 1940.

March 11: FCC issues 139-page report on "Public Service Responsibility of Broadcast Licensees," soon nicknamed "The Blue Book," which lists carrying of sustaining programs, local live programs and programs devoted to discussion or public issues, along with elimination of advertising excesses, as factors to which FCC will give "particular consideration" when asked to renew station licenses; NAB declares basic freedoms of radio are at stake.

10 YEARS of DOMINANCE in the Worcester "Airea"- -

WiTH GREAT PLEASURE WE SALUTE SOL TAISHOFF AND THE ENTIRE STAFF OF B•T, AT A TIME WHEN WE MARK OUR OWN TENTH AND GREATEST YEAR!

Here is a list of the many accounts who have contracted with WNEB during the past year . . . leading national and regional advertisers who know what to buy and where to buy it.

FOODS

- Anna Myers Foods
- Bella Pizza-rettes
- Bond Bread
- Chef Boyardee
- Chock Full-O-Nuts Coffee
- Citrus Fruit Juices
- Diamond Crystal Salt
- Dromedary Cake Mix
- Dunkin Donuts
- Essem Meats
- First National Stores
- Genoa Meats
- Hood's Orange Juice
- Imperial Margarine
- Jello
- La Touraine Coffee
- Maltex
- Mrs. Filbert's Margarine
- Mueller's Macaroni
- N. Y. & N. E. Apple Inst.
- Nestle's Brown Gravy
- Nestle's Instant Coffee
- Prince Macaroni
- Stokely Frozen Foods
- Stop & Shop
- Tetley Tea
- United Fruit
- Victor Coffee
- Virginia Salad Oil

DRUGS

- Aqua Velva
- Baver Aspirin
- Doan's Pills
- Dolcin
- Ex-Lax
- Feenamint—Chooz
- Musterole
- Pertussin
- Regutol
- Rybutol

BEVERAGES

- Ballantine
- Carling's
- Clicquot Club
- Dawson's
- Harvard
- Manischewitz Wines
- Moxie
- Narragansett
- Orange Driver Wine
- Pickwick
- Ruppert
- Supreme Wine
- Three Monks Wine

TRANSPORTATION

- Boston & Maine RR
- Buick
- Cadillac
- Ford Motor Co.
- Lincoln Mercury
- N. Y., N. H. & Hartford RR
- Northeast Airlines
- Plymouth
- Studebaker-Packard

GENERAL

- Bardahl
- Blue Coal
- Blue Cross & Blue Shield
- Brimar Paints
- Camel Cigarettes
- Chesterfield Cigarettes
- Cinerama Holiday
- Eveready Batteries
- Flit
- Foxboro Race Track
- G. E. Appliances
- Gulf Oil
- Holiday Magazine
- Jack & Jill Cat Food
- L & M Filter Cigarettes
- Ladies' Home Journal
- Life Magazine
- Liq-R-Pruf Paints
- N. E. Tel. & Tel. Co.
- New England Coke
- Old Gold Cigarettes
- Prestone Anti-Rust
- Quaker State Motor Oil
- Salem Cigarettes
- Sat. Evening Post
- Shell Oil
- Silverdust Blue
- Simoniz Body Sheen
- Statler Tissues
- Suffolk Downs
- Top Value Stamps
- Touraine Paints
- Turtle Wax
- Window Gleem

You're Always In Good Company When You Use Independent WNEB!

WNEB

**WORCESTER
MASSACHUSETTS**

**Represented by
THE BOLLING COMPANY**

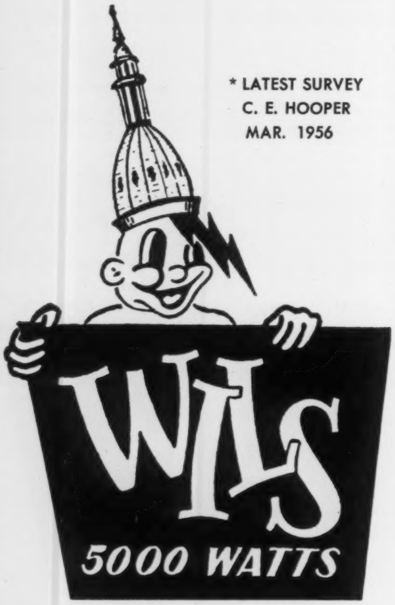
52.8%
AUDIENCE
SHARE
MONDAY thru FRIDAY*

JOHN MATERS—NEWS DIRECTOR

WILS NEWS
on the hour

SHARE OF AUDIENCE
7 AM—7 PM
WILS——52.8%
NET. STA. B — 21.6%
NET. STA. C — 18.6%

CALL
VENARD-RINTOUL-McCONNELL, INC.



* LATEST SURVEY
C. E. HOOPER
MAR. 1956

LANSING, MICHIGAN
MUSIC • NEWS • SPORTS

HOW AMOS 'N' ANDY BROKE CONVENTIONS

AMOS 'N' ANDY, aided and abetted by the Pepsodent Co. (or maybe that should be put the other way round), changed the course of radio programming—and advertising. Here's the story, direct from Harlow P. Roberts, Pepsodent's advertising manager, excerpted from a talk made March 24, 1932, to the Advertising Council of the Chicago Chamber of Commerce.

"When we were first approached on the idea of using radio, musical programs were the vogue; there was little else on the air. And, frankly, we couldn't get very enthused. If Pepsodent was to use radio at all—and we weren't so certain it wanted to—we wanted something different . . .

"This went on for about three years. Then, right under our noses in Chicago, we found a program that we thought might be the thing for us. It was a 15-minute dialogue act, a serial story built around the lives of two colored boys.

"Well, we went to the chain [NBC] with this and now it was their turn to be discouraging. They sold time exclusively, they told us, in units of hours and half-hours. They had never broadcast any quarter-hour programs before and they weren't sure they wanted to start doing so. It might make a bad precedent. Also, there was no other advertiser putting on a program six times a week . . . It was nearly nine months after we broached the subject before NBC lined things up to put Pepsodent on the air.

"And so we started out, not knowing what radio would do for us but hoping for the best and determined to give it a fair trial. We thought that our program was all right; . . . the time did not suit us so well. Ten p.m. in the Middle West was fair enough but 11 o'clock in the East seemed pretty late. So NBC maneuvered and finally was able to clear a period for us at 7 p.m. Eastern time.

"The result of that move was a revolution . . . Complaints poured in by the thousands . . . The upshot was that we were forced to blaze another trail by putting on a double broadcast, one for the East and another for the West. We were doing things to radio and radio was doing things for us . . ."

March 11: William H. Wills, FCC Commissioner dies of heart attack at 63.

March 18: FCC makes first postwar full grants of construction permits for commercial fm stations.

April 1: ABC adopts elaborate system for recording and rebroadcasting network programs developed by Charles E. Rynd, network vice president, to keep them on air at same hour locally despite variations in time from city to city as some adopt daylight time, others remain on standard time.

April 15: Rosel H. Hyde is confirmed as FCC Commissioner.

April 15: Clear channel broadcasters ask for more power to improve service to rural areas as hearings resume.

April 22: President Truman signs Lea Act, drafted to stop feather-bedding practices of unions; AFM plans court test of law's constitutionality.

April 22: If FCC adopts Avco "auction" plan it will also seek control of station sales prices, Charles R. Denny, acting chairman, tells hearing on open-bidding proposal.

April 22: CBS color tv program is successfully transmitted over 450-mile coaxial cable link from New York to Washington and back.

April 29: Associated Press votes to admit stations as associate members, in recognition of "radio as a great medium for the dissemination of news"; stations not to have vote in AP affairs.

April 29: World Wide Broadcasting Corp. wins fight for return of shortwave stations when board of War Communications rescinds order of Nov. 4, 1942, seizing WRUL and other World Wide transmitters.

May 6: ABC buys King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids and Michigan Radio Network) for $3.65 million, subject to FCC approval; sale of network stock to raise $15 million for this and other expansion planned.

May 6: Defying Lea Act, AFM President Petrillo notifies members not to play for combined am-fm programs.

April 29: CBS presents plan for fm network of 200 stations, with five superpower am stations providing nighttime coverage for remote areas; cost put at $10.8 million to install, with $4.8 million annual operating expenses.

May 20: Census Bureau reports 90.4% of U.S. homes had radios in 1945, up 17.9% from 1940.

May 27: FCC Comr. Durr contradicts Mayflower rule, advocates "editorial page" for radio stations, balanced by a "letters to the editor" period.

June 3: AFM strikes WAAF Chicago over station's refusal to hire three additional "musicians" to work as librarians in move seen as precipitating a court test of the Lea Act.

June 3: Proposed amendments to Standards of Good Engineering Practice for fm include designation of community stations as Class A, with maximum power raised from 250 w to 1 kw; metropolitan and rural stations to comprise Class B (adopted June 24).

June 3: FCC proposes to deny sale of KQW San Francisco to CBS, as CBS already owns seven am stations, of which six are 50 kw clear channel stations, and "the Commission is of the opinion it is against the public interest to permit a concentration of control of broadcasting facilities in any single person or organization . . ."

June 10: AFM President James C. Petrillo tells union's convention that if Supreme Court upholds Lea Act as constitutional he will forbid musicians to play on network

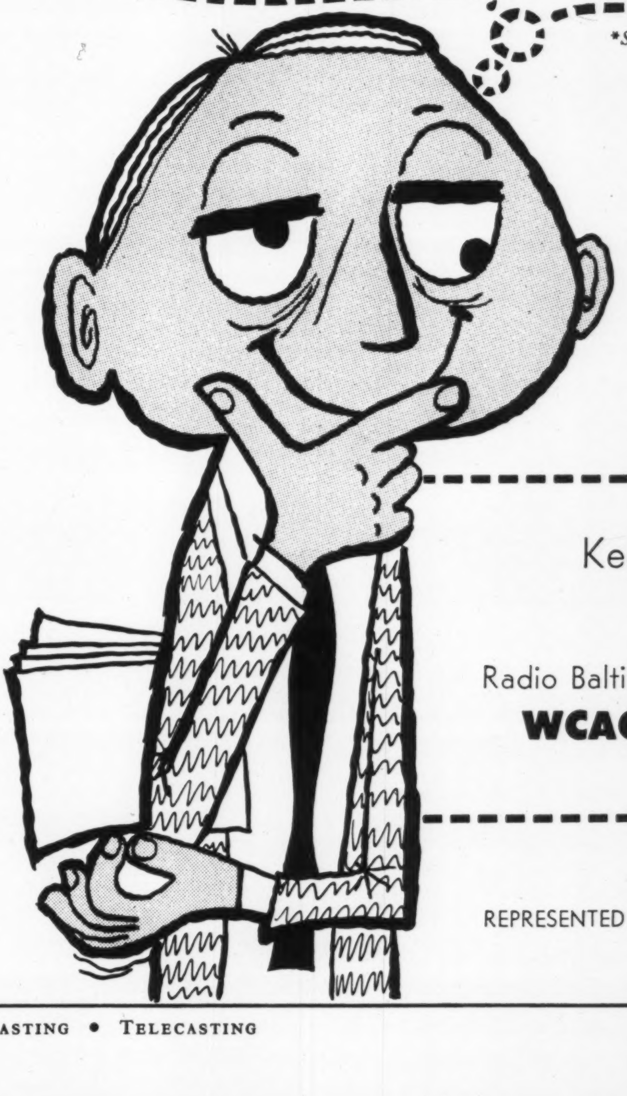
Ponder this!

Radio Memphis

WMPS has:

466.67% more audience* than Station A
57.73% more audience* than Station B
202.97% more audience* than Station C
955.17% more audience* than Station D
466.67% more audience* than Station E
646.34% more audience* than Station F
232.61% more audience* than Station G
98.70% more audience* than Station H

**Source: Aug.-Sept., 1956, Hooper Radio Index. Total rated time periods.*



Just released:
August, 1956, 68-county
Pulse Survey shows
WMPS FIRST!

Keep your other eye on these
Plough, Inc. Stations:

Radio Baltimore	Radio Boston	Radio Chicago
WCAO	**WCOP**	**WJJD**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

It takes a SPECIALIST to get BEST RESULTS in Louisiana's 2 biggest markets!

℞ in NEW ORLEANS
WMRY
(Negro Programming Specialist)
*More Negro listeners are tuned daily to WMRY than to the next 2 stations combined!
*Pulse, Mar-Apr, 1956

℞ in SHREVEPORT
KCIJ
(Country Music News Specialist)
*In the 35 county-parish ARK-LA-TEX area, KCIJ is first among "indies" and second only to the 50,000 watter—but at nowhere near the cost! *Pulse, Mar-Apr, 1956

KCIJ	WMRY
The Big City Station with the Country Flavor	*The Sepia Station with Double Power!*
5000 Watts 980 KC	1000 Watts 600 KC
SHREVEPORT	NEW ORLEANS

SOUTHLAND BROADCASTING COMPANY
Mort Silverman, Exec. V. P. & Gen. Mgr.
GILL-PERNA, INC.—Nat'l. Rep.
New York, Chicago, Los Angeles, San Francisco

programs at expiration of present contracts on Jan. 31, 1947.

June 17: FCC denies fm license to WWDC Washington because of plan to duplicate a give-away program which Commission holds of questionable legality under Sec. 316 of Communications Act.

June 17: Maj. Edward Bowes, originator of the radio amateur show, dies after long illness on eve of 72d birthday.

June 24: Telecast of Louis-Conn heavyweight title bout, sponsored by Gillette Safety Razor Co. on four-city hookup, reaches estimated 100,000 viewers, convince skeptics that television is here.

June 24: Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., in *Collier's* magazine article, declares advertising alone cannot support television, public must pay for tv programs as it does for movies, magazines, newspapers.

June 24: Cooperative Analysis of Broadcasting announces "temporary suspension" of service on July 31 after 17 years; Hooperatings made available to exclusive CAB subscribers.

July 1: Politz devises method for measuring impact of radio commercials.

July 8: Hearing procedure is radically altered under Administrative Procedure Act, effective June 1947, when hearing examiners responsible to Civil Service Commission instead of FCC will issue intial decisions that, in absence of objections, shall be adopted as final.

July 8: Congress limits State Dept. to purchase of 75% of time of international shortwave stations; licensees to get 25% control.

July 22: Denying petition of Robert Harold Scott for revocation of licenses of three San Francisco stations for refusing him time for talks on atheism, FCC nevertheless warns that "if freedom of speech is to have meaning . . . it must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve."

July 22: FCC approves sale of WINS New York to Crosley after time trade provision, which Commission had felt would violate law is eliminated.

July 22: FCC adopts plan to set aside for one year every fifth Class "B" fm channel.

July 29: Religious leaders of all faiths denounce FCC opinion in atheism case.

Aug. 5: Census Bureau finds that 76.2% of U.S. farms have radios.

Aug. 5: NAB membership passes 1,000 mark.

Aug. 5: Commission adopts watered down version of Avco plan that lacks features which broadcasters most strenuously opposed.

Aug. 12: FCC adopts interim clear channel policy providing for consideration of some clear channel applications with mutually exclusive non-clear channel requests; industry puzzled whether this means breakdown of clears or not.

Aug. 12: Paul W. Kesten resigns as vice chairman of the board and a director of CBS because of ill health; to continue to serve as a consultant.

Aug. 19: Bing Crosby signs $30,000-a-week contract to do series for Philco, broadcast on ABC but transcribed in advance; deal said to stipulate return to live broadcasts if program's rating falls below an agreed-on level.

Sept. 2: CBS changes call of New York station from WABC to WCBS.

Sept. 23: Drew Pearson, columnist-commentator, and his former partner, Robert Allen, apply for facilities of Hearst Radio's clear channel station, WBAL Baltimore, under "comparitive consideration" clause of FCC rules.

Sept. 23: NBC changes call of its New York station from WEAF to WNBC, also WEAF-FM to WNBC-FM.

Sept. 30: CBS petitions FCC to adopt standards and authorize commercial operation of color tv stations in uhf frequencies immediately.

Sept. 30: Licenses for am stations pass 1,000 mark.

Oct. 21: AFM, after demanding increases ranging from 233% to 566%, accepts record manufacturers' offer of flat 37½% increase in musicians' pay; asks transcription firms for $50 a man to make commercial discs of one minute or less.

Oct. 28: Clear Channel Broadcasting Service proposes realignment of clear channels whereby 20 stations (five to each network) would get 750 kw power.

Oct. 28: Promotional organization (subsequently named Fm Assn.) is organized to foster growth of fm and succeed FMBI, now a division of NAB.

Nov. 4: RCA demonstrates all-electronic system of color tv.

Nov. 4: National Temperance & Prohibition Council sues CBS for $33 million for refusing to sell time to the organization, whose spokesmen have refused free time on CBS.

Nov. 4: Transcription firms acceed to AFM demands, agree to pay 50% more for musicians or $27 per man for a 15-minute program rehearsed and recorded in more than one hour (up from $18).

Nov. 1: Bristol-Myers is first advertiser to sponsor a tv network program: *Geographically Speaking*, which started Oct. 27 on NBC-TV's two-station network.

Nov. 18: Robert Harold Scott gets time on KQW San Francisco to argue cause of atheism; more than 5,000 listeners write station to praise or condemn its grant of time for the broadcast.

Nov: 18: Robert E. Kintner, ABC vice president in charge of news, special events and publicity, is elected executive vice president.

Dec. 9: Charles R. Denny is promoted from acting chairman to regular chairman of FCC.

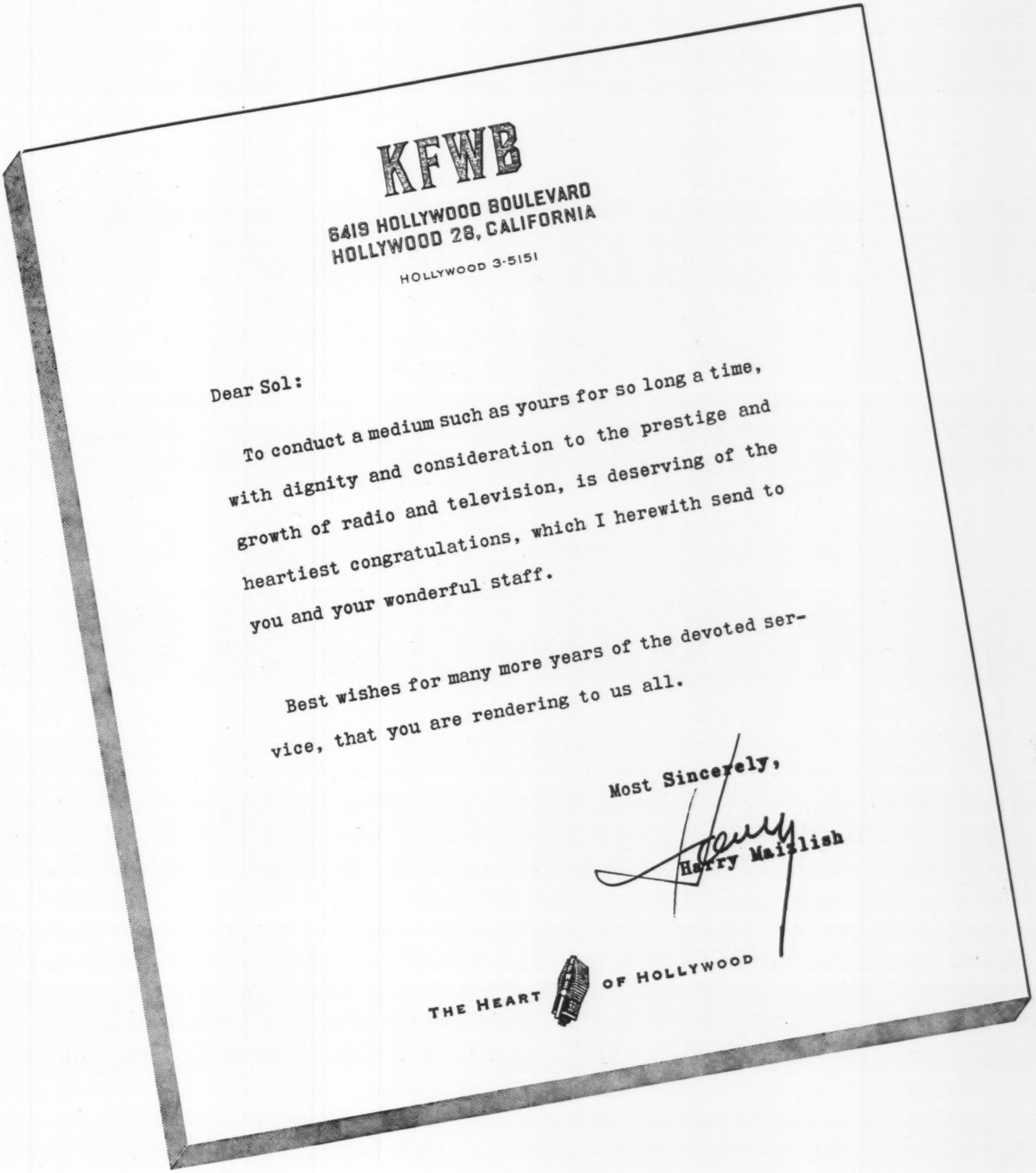
Dec. 9: Federal District Court Judge Walter La Buy rules Lea Act unconstitutional, sustains motion of AFM President James C. Petrillo to dismiss charges of violating Lea Act in calling strike at WAAF Chicago; appeal to Supreme Court planned.

Dec. 16: Supreme Court upholds FCC in denying license renewal to WOKO Albany for failure to disclose 24% interest held by Sam Pickard, former FCC Commissioner and CBS vice president, for 12 years.

Dec. 23: FCC orders networks to report on sustaining programs for week of Nov. 17-23, making good on Blue Book promise to request this information every quarter.

1947

Jan. 13: Roy Hofheinz, KTHT-KOPY (FM) Houston, is elected president of new Fm Assn. at first general meeting.



KFWB

6419 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIFORNIA

HOLLYWOOD 3-5151

Dear Sol:

To conduct a medium such as yours for so long a time, with dignity and consideration to the prestige and growth of radio and television, is deserving of the heartiest congratulations, which I herewith send to you and your wonderful staff.

Best wishes for many more years of the devoted service, that you are rendering to us all.

Most Sincerely,

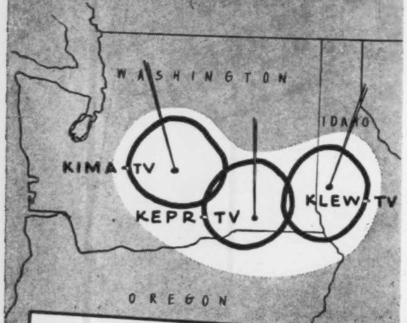
Harry

Harry Maizlish

THE HEART OF HOLLYWOOD

The
PACIFIC NORTHWEST'S
Largest
exclusive
coverage

Combine Massachusetts, New Hampshire, Connecticut and Rhode Island and you'll approximate, in area, the tremendous new market created by the KIMA-TV, three-station network. No other single medium in the Northwest delivers a market as large (over 40,000 square miles), as rich, as valuable—as EXCLUSIVE!



MARKET DATA

POPULATION	511,875
(Urban Population	261,900)
(Rural Population	249,975)
FAMILIES	159,925
EFFECTIVE BUYING INCOME	$859,218,000
GROSS FARM INCOME	$334,735,000
RETAIL SALES	$632,561,000
FOOD SALES	$135,614,000
GENERAL MERCHANDISE	$430,890,000
DRUG SALES	$ 21,335,000
AUTOMOTIVE SALES	$123,748,000

(Source: 1956 Survey of Buying Power)

Yours exclusively with
KIMA-TV
Yakima, Washington
and its Satellites
KEPR-TV and KLEW-TV
Pasco, Wash. Lewiston, Idaho

See
WEED TELEVISION
Pacific Northwest: ART MOORE

Jan. 27: Receiver production hit all-time high of 15 million sets in 1946, Radio Mfgrs. Assn. reports.

Feb. 3: Competing color systems are viewed by FCC as prelude to direct testimony at hearing on CBS petition for approval of commercial licenses for color tv stations now.

Feb. 10: CBS and NBC work out plan with NAB to become associate, rather than active members.

Feb. 10: Climaxing two-year drive, MBS signs 400th affiliate.

Feb. 17: Money paid AFM by recording companies will be spent for free public concerts, James C. Petrillo announces; nearly $2 million already collected.

Feb. 24: Tests prove Stratovision feasible, Westinghouse tells FCC.

March 3: Clear Channel Broadcasting Service asks FCC to investigate characteristics of daytime am skywaves.

March 10: Commodore Edward M. Webster is nominated for FCC post.

March 10: Joseph H. Ream, CBS vice president and secretary, is elected executive vice president of network.

March 24: FCC denies CBS petition for commercial color tv operation, sends color back to labs for continued search for "satisfactory" system.

April 7: Carl Haverlin, MBS station relations vice president, is appointed first paid president of BMI at salary of $35,000 a year.

April 7: U.S. now has 35.9 million radio families (93% of all homes) who listen a total of 150.8 million hours a day, according to surveys made by Market Research Co. of America and A. C. Nielsen Co. for CBS.

April 14: E. M. Webster is sworn in as FCC commissioner.

April 21: Justin Miller, NAB president, urges stations to editorialize despite Mayflower case edict.

April 28: FCC denies renewal of license to WORL Boston on basis of concealed ownership.

April 28: Fred Allen uses gag about network vice presidents which NBC had ruled out and is cut off air while he tells it; story is front-paged across nation as agency demands rebate for the 35 seconds of dead air.

May 12: Senate votes to ban union-controlled "slush funds" in amendment to Labor Bill; would permit payments such as those made to AFM by record manufacturers only if funds jointly administered by union and management.

May 26: WGAR Cleveland wins grant for 1220 kc and 50 kw after long fight with WADC Akron, whose application was denied solely on program grounds, FCC states.

June 9: AT&T files proposed rates for coaxial cable intercity tv program service; base rate of $40 per mile per month for eight-hour daily service is called exorbitant.

June 23: Withdrawing reappointment of Comr. Ray C. Wakefield for another seven-year term, President Truman sends name of Rep. Robert F. Jones (R-Ohio) to Senate for confirmation as an FCC Commissioner.

June 30: Within an hour, Taft-Hartley Act becomes law and Supreme Court upholds constitutionality of Lea Act ban on featherbedding.

July 7: NAB referendum provides associate membership status for networks by vote of 629 to 28.

July 7: Abolition of federal ban on new construction lets broadcasters go ahead with building plans.

July 7: FCC proposes to approve sale of KMED Medford to Medford Radio Corp. which matched prior offer of Gibson Broadcasting Corp.; decision is first under Avco Rule "auction" provision in which approval went to competing bidder rather than to original "purchaser."

July 14: Brig. Gen. David Sarnoff becomes board chairman as well as president of RCA on retirement of former board chairman, Gen. James G. Harbord.

July 14: Senate confirms Robert F. Jones for seat on FCC.

July 28: FCC gets largest peacetime budget as both houses of Congress approve 1948 appropriations of $6,240,000.

July 28: A 15-point plan for permanent continuous operation of BMB is approved, with ANA, AAAA and NAB support.

Aug. 4: Finch Telecommunications demonstrates Colorfax, full color facsimile process.

Aug. 18: Survey of NAB member stations shows average of commercial time is 66%, sustaining 34%, well within Blue Book 80-20 ratio.

Sept. 1: RCA offers to help other manufacturers get started in production of tv receivers by disclosing complete technical data of RCA's own new model.

Sept. 22: Fm Assn. convention plans aggressive promotion of fm in year ahead; Everett L. Dillard, founder and president of Continental (fm) Network, is elected FMA president.

Sept. 22: Self-regulation is theme of NAB convention; NBC and CBS affiliated meetings plump for code in preconvention sessions; convention votes for self-improvement code "to be promulgated as expeditiously as possible"; new NAB board, on day following convention, adopts new standards of practice, to become effective Feb. 1, 1948; move made despite warning by Procter & Gamble vice president Neil McElroy that radio's biggest customer would not favor any move to limit radio's commercial flexibility.

Sept. 29: National Assn. of Station Representatives is formed at five-hour meeting in New York called by Paul H. Raymer and Edward Petry; goal is promotion of spot radio.

Oct. 6: National Assn. of Station Representatives files complaint with U.S. Attorney General and FCC against CBS for assuming representation for non-network sales of affiliates formerly represented by NASR members.

Oct. 13: Charles R. Denny Jr. resigns as FCC chairman to join NBC as vice president and general counsel.

Oct. 13: First telecast from White House is made when President Truman addresses nation on food conservation.

Oct. 20: Government renews prosecution of AFM President James C. Petrillo; files amended bill of criminal information in U.S. District Court in Chicago.

Oct. 27: AFM orders members to stop making recordings and transcriptions as of Dec. 31 "and never again to make them."

Nov. 10: MBS subscribes to BMB, bringing all networks into industry research organization as earlier subscriptions of ABC,

THE BEST
MUSIC
SESAC
IN
AMERICA

SESAC

celebrating its 25th anniversary

salutes the 25th anniversary of

BROADCASTING
TELECASTING

NBC, CBS had been conditional on network unanimity.

Nov. 17: Tv network service extends to Boston with opening of AT&T radio relay system between that city and New York.

Nov. 24: Networks and AFM begin discussions for renewal of contracts after present pacts conclude Jan. 31, 1948.

Dec. 1: AFM President Petrillo calls off ban on performing for network co-op programs.

Dec. 29: President Truman appoints Wayne Coy, director of *Washington Post* stations, as FCC chairman; George E. Sterling, FCC chief engineer, as FCC commissioner to assume office immediately as recess appointees. Mr. Sterling succeeds E. K. Jett, resigning to join *Baltimore Sunpapers* as vice president and radio director.

FOUNDING FATHERS OF THE NARTB

TWO YEARS after the first commercial broadcast, the nation's broadcasters faced so many new and confused problems that a trade association was desperately needed. The founding fathers of NARTB met April 23, 1923 at the Drake Hotel, Chicago, to set up an organization known as National Assn. of Broadcasters. The first convention was held in connection with the New York Radio Show, with Comdr. Eugene F. McDonald Jr., then owner of WJAZ Chicago, as first president.

Taking part in the organization meeting were (l to r): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO Des Moines, later an NAB president; Comdr. McDonald; Paul Klugh, WJAZ manager; William S. Hedges, radio editor of the *Chicago Daily News,* operating WMAQ; Elliott Jenkins, WDAP Chicago (now WGN); A. B. Cooper; John Shepard 3d, Boston; Powel Crosley Jr., WLW Cincinnati.

Philip G. Loucks, now a communications lawyer, became managing director of NAB before it was a decade old, resigning in 1935 to practice law. He was succeeded by James W. Baldwin, who had been NRA code authority for the industry. In 1938 Neville Miller, assistant to the president of Princeton U. and ex-mayor of Louisville, Ky., became the first paid president. Staff departments were set up for public relations, law, labor relations, research and engineering.

Networks were given board representation in 1942, with fm and tv directors added after World War II. FM Assn. and Television Broadcasters Assn. were merged with NAB, the latter in 1950 when the name was changed to National Assn. of Radio & Television Broadcasters. J. Harold Ryan, of the Storer stations, served as interim president in 1944-45, with Judge Justin Miller, of the U. S. Court of Appeals, elected president in 1945. A. D. Willard Jr., ex-CBS station manager, was elected executive vice president under Judge Miller. In 1951 Harold E. Fellows, of WEEI Boston, was elected president and still holds the office.

1948

Jan. 5: Year begins with AFM President James C. Petrillo pulling all AFM members out of recording studios; companies have two-year backlog of records on hand.

Jan. 5: WFIL-FM, *Philadelphia Inquirer* station, starts regular transmission of two facsimile editions a day, an eight-pager at 2:15 p.m., a four-pager at 5 p.m.

Jan. 12: NBC plans east coast microwave relay system for networking tv programs as alternative to AT&T coaxial cable.

Jan. 12: Westinghouse breaks with Clear Channel Broadcasting Service, tells FCC that 20 superpower (750 kw) stations will not "adequately or economically solve the issues" of clear channel proceeding.

Jan. 12: Mrs. W. J. Virgin, owner of KMED Medford, Ore., refuses to sell station to competing bidder selected by FCC in preference to original "purchaser"; asks reconsideration and permission to complete that transfer.

Jan. 19: Federal Judge Walter La Buy again finds James C. Petrillo, AFM president, not guilty of violating Lea Act by causing strike of librarians at WAAF Chicago; Rep. Clarence F. Lea (D-Calif.), author of act, calls verdict "unwarranted."

Jan. 26: AT&T files fm tariffs; base monthly airline mile cost for 16 consecutive hours a day is $10, compared to $6 for am.

Feb. 2: FCC says programs of horserace information are all right if they're part of balanced overall program service.

Feb. 2: James C. Petrillo agrees to drop AFM ban against musicians performing for am programs duplicated on fm; extends network contracts 60 days.

Feb. 2: Senate approves appointments of Wayne Coy and George E. Sterling to FCC.

Feb. 2: FCC, by four to two vote in WHLS Port Huron, Mich., case, holds Sec. 315 of Communication Act to comprise "absolute" prohibition against a station's censoring political broadcasts; states this federal prohibition will relieve station of responsibility for libelous material in political broadcasts.

Feb. 2: RCA announces development of a 16-inch tv picture tube, first metal kinescope, with picture area of 125 square inches.

Feb. 2: Loren Ryder, head of Paramount Pictures sound department, demonstrates film developed in 66 seconds.

Feb. 9: Western Union reveals plans to enter tv network field, starting with microwave relay between New York and Philadelphia.

Feb. 23: FCC assigns band for intercity tv relays operated by broadcasters for interim period until permanent common carrier facilities are available.

Feb. 23: Following successful test in Cincinnati, Transit Radio plans installation of fm receivers in bus and trolley lines of other cities, to receive special program service, largely music.

March 1: Senate Interstate & Foreign Commerce Committee orders FCC to hold up its clear channel decision as Sen. Edwin C. Johnson (D-Colo.), ranking minority member, introduces bill to break down clear channels and limit power to 50 kw.

March 1: NAB board approves $200,000 promotion campaign for radio.

March 1: Rural Radio Network, fm project in New York State, financed by 10 farm cooperative organizations and calling for investment of $400,000 in six outlets, to begin operation with three stations in May.

March 8: FCC starts hearings on right of stations to editorialize.

March 15: American Jewish Congress petitions FCC for revocation hearing for KMPC Los Angeles, charging station with "slanting" news comments.

March 22: FCC holds three-day hearing on proposed standards for facsimile broadcasting.

March 29: AT&T files new tariffs for intercity tv transmission, substantially lower than those proposed year ago.

March 29: With "The Washington Radio Market" B • T starts continuing series of studies of major radio markets.

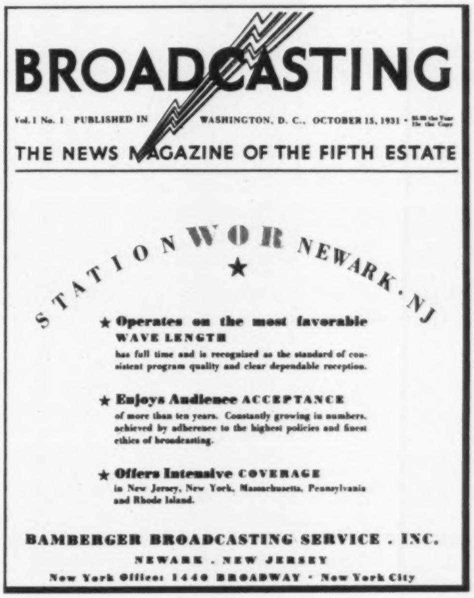
March 29: FCC orders investigation of news policies of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, stations owned by G. A. (Dick) Richards.

April 19: Court of Appeals for District of Columbia reverses FCC's non-hearing grant to Joseph P. Stanton of 10 kw daytime station at Philadelphia on WCKY Cincinnati's 1-B clear channel (1530 kc), rules that when licensee claims a grant would adversely affect him he must be given an opportunity to argue his cause and if the argument indicates that his rights would be adversely affected, a full dress hearing on the application must be held.

April 26: As Senate Commerce Committee closes hearing on Johnson Bill to break down clear channels, Acting Chairman Charles W. Tobey (R-N.H.) issues surprise order for new hearing to investigate broadcast allocations, regulation and patent ownership.

May 3: Affirming lower court's denial of an

In 1931 - this Sol Taishoff started BROADCASTING as the News Magazine of the Fifth Estate...



BROADCASTING

Vol. I No. 1 PUBLISHED IN WASHINGTON, D. C., OCTOBER 15, 1931

THE NEWS MAGAZINE OF THE FIFTH ESTATE

STATION WOR NEWARK . NJ

★

- ★ **Operates on the most favorable WAVE LENGTH** has full time and is recognized as the standard of consistent program quality and clear dependable reception.
- ★ **Enjoys Audience ACCEPTANCE** of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.
- ★ **Offers Intensive COVERAGE** in New Jersey, New York, Massachusetts, Pennsylvania and Rhode Island.

BAMBERGER BROADCASTING SERVICE . INC.
NEWARK . NEW JERSEY
New York Office: 1440 BROADWAY · New York City

AT A TIME WHEN 9-YEAR-OLD 10,000 WATT WWL WAS THE SOUTH'S MOST POTENT

Selling Force

In the 25 years since then—Sol Taishoff has skillfully guided the growth of a great news medium . . .

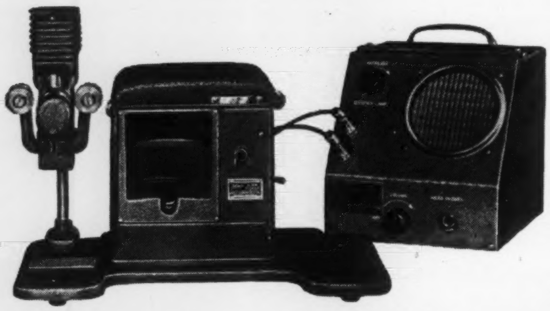
Broadcasting has expanded to become Broadcasting-Telecasting—read by 90.4% of radio, television and advertising executives . . .

AND 34-YEAR OLD WWL IS STILL THE SOUTH'S GREATEST SALESMAN

NOW A 50,000 WATT CLEAR CHANNEL CBS AFFILIATE

EVERYTHING

FOR MOTION PICTURE AND TELEVISION PRODUCTION



CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound!
- Edit single system Magnastripe or double system magnetic sound!
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track!
- Works from left to right or right to left!
- Optical Model, $195.00
- Magnetic Model, $185.00

For descriptive literature, write Department B

CAMERA MART
at Columbus Circle next to New York's new Coliseum

the CAMERA MART inc.
1845 BROADWAY (at 60th St.) NEW YORK 23 • PLaza 7-6977 • Cable: Cameramart

"Give to the world the best you have and the best will come back to you"

Queen for a Day

. . . . now in its ELEVENTH year

A RAYMOND R. MORGAN PRODUCTION

injunction to WSAY Rochester, N.Y., to keep ABC and MBS from switching affiliations to other stations, U.S. Second Circuit Court of Appeals, New York, holds that network is not a common carrier and can make whatever contracts it wishes for the distribution of its programs.

May 10: Texas Attorney General notifies FCC that despite its WHLS Port Huron decision, Texas libel laws are still in effect and "stations carrying libelous material will be subject to state laws."

May 10: FCC orders into effect earlier proposal assigning tv ch. 1 (44-50 mc) to non-government fixed and mobile services, denying fm spokesmen's pleas for that channel for use in fm network relaying; gives fm stations in 44-50 mc band until end of year to move to 88-108 mc; issues proposed new expanded tv allocation table; calls hearing on feasibility of tv use of frequencies above 475 mc; proposes required minimum hours of tv station operation be scaled from 12 hours a week for first 18 months to 28 hours a week after 36 months.

May 10: House Un-American Activities Committee to investigate station grants to Edward Lamb, Rep. F. Edward Hebert (D-La.) states after speech accusing Mr. Lamb of having "Communist associations and affiliations."

May 17: Frank E. Mullen resigns as executive vice president of NBC to become president of G. A. Richards stations.

May 24: NAB convention approves new code, considerably revamped from original version, as ideal toward which operation should be aimed.

May 24: ABC makes public offering of 500,000 shares of voting stock; it is all sold in less than two hours at $9 a share.

May 31: President Truman nominates Miss Frieda Hennock to FCC.

May 31: FCC's denial of an application made by WADC Akron because it contemplated full-time use of network programs is upheld by U.S. Court of Appeals for District of Columbia, which divides 2-to-1 over whether decision involved censorship.

May 31: D. C. Appellate Court refuses to rehear the WCKY case, in which it rules FCC should have heard WCKY Cincinnati before putting a daytimer on its channel; appeal to Supreme Court foreseen.

June 7: Gulf Oil Corp. starts sponsorship of *We the People* on both CBS Radio and CBS-TV; first regular sponsored simulcast series.

June 14: FCC authorizes commercial use of facsimile broadcasting on fm channels as of July 15; adopts rules and standards for printed broadcast medium.

June 14: Texas Co. puts old-style vaudeville show on tv; launches hour series on NBC-TV starring Milton Berle and with commercial delivered by Sid Stone, vaudeville pitchman.

June 28: Tv coverage of GOP convention makes history, reaches 10-12 million persons, costs an estimated $200,000, was transmitted to midwest viewers by Stratovision.

June 28: Senate confirms appointment of Miss Hennock as first woman FCC commissioner.

July 5: FCC officially adopts its "Port

Because . . . in Memphis . . . "*There's more to see on* **Channel 3**" . . .

First BY A.R.B.!*

WREC-TV	STATION "B"	STATION "C"
40.0	32.3	27.7

*A.R.B. Report, June, 1956, Sign-On to Midnight, Sun. thru Sat.

First BY PULSE!*

STATION	LEADS IN QUARTER HOURS	TOTAL RATING POINTS
WREC-TV	**187**	**4,438.7**
STATION "B"	63	3,815.0
STATION "C"	60	3,239.7

*Pulse, May 1-7, 1956, Sign-On to Midnight

MEMPHIS'
Number 1
TELEVISION
STATION

Delivering top coverage of the great Memphis and Mid-South Market with: 1. Top Shows! 2. Highest Antenna (1349 Feet Above mean Sea Level)! 3. Full Power!

CBS TELEVISION

WREC-TV

CHANNEL 3 MEMPHIS

Represented Nationally by The Katz Agency

Good Programs

**not "gimmicks"
build responsive
family listening.
Omahan's Dial
KBON for
family variety,
news, sports,
comedy, drama,
mysteries, music,
local personalities
and commercials to
inform them,
not harass them.
We solicit the
family audience
and try to respect it.**

KBON

ONE OF OMAHA'S
FINE RADIO STATIONS

The ONLY way you can really

REACH...
all of this rich
Central Texas
Market is with
CORYELL
FALLS
LAMPASAS
BELL
SAN SABA
BURNET
MILAM
LLANO
WILLIAMSON
BLANCO
TRAVIS
Austin
BASTROP
LEE
HAYS
FAYETTE
CALDWELL
GONZALES
DE WITT

It's the long reach that counts!
Get over 158,126 TV Homes*
with KTBC-TV and over
$782,517,000 E. B. I.**

*May 1, 1956
**Whole or Partial Coverage,
Sales Management, 1956

KTBC'S radio voice
REACHES 62 Central Texas
counties . . . but rates are
based on ONLY 20 counties
of Austin's Trade Area!

KTBC

CHANNEL 7
CBS • NBC • ABC
316 kw MAX.

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc

Huron" intepretation of political-broadcast law at outset of presidential campaign.

July 5: After severe Congressional criticism of some *Voice of America* programs, NBC and CBS withdraw from programming activities for VOA.

July 19: KPRC Houston asks court to set aside Commission's views on political broadcasting and itself interpret the law.

July 19: Inter-American Broadcasting Assn., meeting at Buenos Aires, rebukes Argentina for having virtually abolished "liberty of dissemination as conceived by our association."

July 26: FCC orders investigation of station representation by networks to see whether it violates Commission's network regulations.

July 26: Maj. E. H. Armstrong sues RCA and NBC for alleged infringement of five of his basic fm patents.

July 26: Dispatch to B.T and personal letter to publisher from correspondent covering Inter-American Broadcasting Assn. meeting appear on front page of Peron-controlled *Democracia* along with editorial charging dire plot against Argentina.

July 26: Giveaway programs on radio networks alone total $165,000 a week, a B.T survey reveals.

July 26: U.S. District Court of New York orders ASCAP to stop collecting performance fees from motion picture theatres.

July 26: Five Baltimore stations are charged with contempt of court for broadcasting wire service dispatches of arrest and confession of a man charged with two murders; press associations join NAB in fight against "Baltimore gag" rule.

Aug. 9: FCC proposes rules for giveaways which would bar practically all such programs from air.

Aug. 9: Frederic W. Ziv buys World Broadcasting System from Decca Records for $1.5 million.

Aug. 9: House Select Committee starts investigation of FCC by questioning Commission officials on their stand on political broadcasts.

Aug. 16: Westinghouse applies for commercial use of Stratovision.

Aug. 23: FCC proposes to limit ownership of am stations to seven by any entity in line with present limit of six fm and five tv stations.

Sept. 13: Complaints received from stations by NAB indicate that time chisels and per inquiry business are at all-time high.

Sept. 20: AFM President James C. Petrillo offers to end 8½-month old ban on recordings; proposes royalty payments to be made to a disinterested trustee, who would collect funds from recordings and use them to hire unemployed musicians, avoiding Taft-Hartley ban on direct payments to union.

Sept. 27: NBC proposed new tv affiliation contracts call for station to give NBC 30 hours of free time a month, while network assumes all connection costs; NBC sets objective of 28 hours a week of network service.

Sept. 27: Philco asks court to force AT&T to transmit from New York to Boston tv programs sent via Philco's own relay system from Philadelphia to New York; charges AT&T with insisting its intercity facilities be used all the way.

Oct. 4: FCC puts freeze on tv licensing and hearing functions, pending decision of changes in present tv standards.

Oct. 11: CBS purchases *Amos 'n' Andy* outright for $2 million; makes strong effort to get Bergen and McCarthy away from NBC.

Oct. 11: Court of Appeals for District of Columbia rules that FCC must grant hearing to any station which claims it will be harmed by a grant of another application, even if interference would occur outside the normally protected contour, in decision reversing a non-hearing grant to put a 1 kw daytime station at Tarboro, N. C., on the 760 kw I-A clear channel of WJR Detroit.

Oct. 11: Transit Radio opens national sales offices in New York and Chicago to represent four licensees: WCTS (FM) Cincinnati KPRC-FM Houston, WIZZ (FM) Wilkes-Barre-Scranton, WPLH-FM Huntington, W. Va.

Oct. 18: Avco's Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) files application to buy WHAS Louisville for $1,925,000.

Oct. 25: FCC rules that equal time provision of Communications law applies only to candidates competing against each other in the same contest.

Oct. 25: Ultrafax, high-speed communications system capable of transmitting and receiving a million words a minute, developed by RCA in cooperation with Eastman Kodak Co. and NBC, is demonstrated.

Nov. 1: Record companies and AFM reach agreement; companies to pay royalties to "public music fund" administered by impartial trustee.

Nov. 8: Robert D. Swezey resigns as vice president and general manager of MBS over appointment of Linus Travers, executive vice president of Yankee Network, as MBS vice president for sales and programs reporting directly to Edgar Kobak, network's president.

Nov. 22: FCC orders hearing on news policies of G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland.

Nov. 22: Assn. of Federal Communications Consulting Engineers is organized by 26 consultants.

Nov. 29: CBS gets Jack Benny program; will start Jan. 2 in same Sunday evening period (7-7:30 p.m.) and with same sponsor.

HAVE YOU A
Story* TO TELL?

Put it in records — inexpensively. Get your story into lots of hands at one time!

We'll press non-breakable records from your Master Tape and deliver labeled records back to you in protective sleeves and hardboard jackets. Prompt service.

- **Large or Small Quantities**
- **Exceptionally Low Rates**
- **All Speeds and Sizes**

**Sales Pitch for your Client—or Yourself*

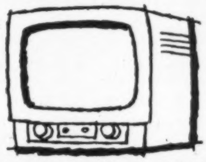
SEND FOR BROCHURE AND RATES

CREST RECORDS, INC.
220 BROADWAY
Huntington Sta. 15, N. Y.

All Divisions of SARKES TARZIAN, INC. Salute
BROADCASTING-TELECASTING

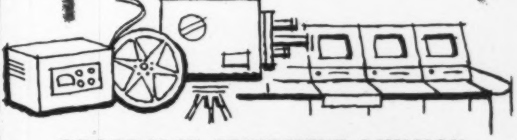
on the occasion of your

SILVER ANNIVERSARY



WTTV • Channel 4
"Serving the Hoosier Heartland"

WTTS • 1370 KC
5000 Watt
Regional Station



BROADCAST EQUIPMENT DIVISION
One of the few manufacturers making complete broadcast equipment

AIR TRIMMER DIVISION

TUNER DIVISION

RECTIFIER DIVISION

Dear Betty and Sol:

Twenty five years is a quarter of a century. That long ago you gambled on broadcasting as an industry and started Broadcasting-Telecasting.

Thirty-one years ago WSOY, over the license signature of Secretary of Commerce Herbert Hoover, became known in Central Illinois.

The years have been kind to both of us. I hope we have deserved it . . . and I think we have.

Let's hope that the next quarter of a century will be equally as fruitful and satisfying for us, for our customers, for our associates.

Affectionately,

Merrill Lindsay

(American Tobacco Co.) it had on NBC; Edgar Bergen deal awaiting Internal Revenue Dept. ruling; Phil Harris-Alice Faye show to remain on NBC for time being.

Nov. 29: Bulova Watch Co. introduces plan for combining time signals with tv station identification announcements; 1949 advertising budget includes $500,000 for tv, $3 million for radio.

Nov. 29: Negotiations are in progress for sale of ABC to 20th Century-Fox.

Nov. 29: U.S. Court of Appeals for District of Columbia reverses FCC on denial of license renewal to WORL Boston; calls action arbitrary, capricious and without "substantial" evidence.

Dec. 6: Frank M. Folsom, executive vice president in charge of Victor Div., becomes president of RCA, succeeding Brig. Gen. David Sarnoff, who retains board chairmanship.

Dec. 6: Verdi's "Otello" is telecast in full from stage of Metropolitan Opera House in New York on ABC-TV with Texas Co. as sponsor.

Dec. 13: Justice Dept. investigates practices of major and minor leagues with regard to broadcasts.

Dec. 13: Fort Industry Co. files bid for WHAS Louisville matching that of Crosley Corp.

Dec. 20: Recording peace near as Labor Secretary Maurice Tobin and Attorney General Tom Clark approve "trust fund" plan as within Taft-Hartley Act; Samuel R. Rosenbaum, one-time president of WFIL Philadelphia, is chosen as impartial trustee and administrator of the fund.

Dec. 20: Bob Hope also files for WHAS Louisville under competitive bidding rule.

Dec. 27: Transcription companies sign five-year agreements with AFM.

1949

Jan. 3: Affirming FCC's denial of application of Bay State Beacon Inc. for Brockton, Mass., station which would offer 95% of its time for sale, Court of Appeals of District of Columbia rules Commission has right to examine percentages of commercial and sustaining time proposed by applicant.

Jan. 10: Daytime Stratovision tests deliver good pictures to some areas but in others local station interference mars reception.

Jan. 10: With Jack Benny and *Amos 'n' Andy* in its Sunday night lineup, CBS now tops NBC ratingwise in the critical 7-8 p.m. period.

Jan. 10: Resisting FCC order to move all fm to 88-108 mc, fm inventor E. H. Armstrong wins stay order from U.S. Court of Appeals for District of Columbia permitting his experimental station, W2XMN Alpine, N. J., to continue operating on 44.1 mc pending a hearing.

Jan. 10: Admiral Corp. will sponsor hour-long musical revue series, *Friday Night Frolic,* on combined NBC and DuMont tv networks, starring Sid Caesar, Imogene Coca and the Gower and Marge Champion dance team.

Jan. 17: John Churchill resigns as BMB research director; NAB lends its director of research, Dr. Kenneth H. Baker, to supervise BMB's second nationwide study of station and network audiences.

Jan. 17: Liggett & Myers contracts for baseball telecasts also include exclusive right to in-park advertising, so that camera in covering games will have only Chesterfield ads in background.

Jan. 17: AT&T coaxial cable links east coast and midwest tv stations; 90-minute dedicatory telecast is far from great.

Jan. 24: CBS gets services of Bing Crosby for both radio and tv.

Jan. 31: Baltimore court finds three stations guilty of contempt for violating court's rule prohibiting publication of crime news, fines WITH $500 and costs, James P. Connolly, WITH commentator, $100 and costs, WFBR $300 and costs, WCBM $300 and costs; WISD, in suburban Essex, found not guilty in absence of proof its broadcasts were heard in city.

Jan. 31: CBS signs Edgar Bergen and Red Skelton; other deals reported near to signing stage.

Jan. 31: Academy of Television Arts & Sciences presents first Emmy awards; KTSL Los Angeles telecasts ceremonies.

Jan. 31: KMED Medford, Ore., tells FCC its sale to Gibson Broadcasting is off and all because of Commission's competitive bidding rule.

Feb. 7: Appellate Div. of New York Supreme Court sets aside award of $490,419 to Donald Flamm, former owner of WMCA New York, in suit against Edward J. Noble, ABC board chairman, to whom Mr. Flamm sold WMCA in 1941.

Feb. 7: Pennsylvania State Board of Censors of Motion Pictures orders censorship of tv films before they are telecast by any Pennsylvania station.

Feb. 14: NBC rescinds rule against use of transcriptions on network.

Congratulations
and
best wishes,
Sol

United Broadcasting Company

WOOK
WSID
WJMO
WARK-CBS
WANT
WINX
WYOU
WFAN-FM
WOOK-TV
WACH-TV
WTLF (TV)

WORLD NEWS SERVICE

One Score and Five Years Ago...

A lot of history has been made during the twenty-five years since "Broadcasting" began to serve the radio industry. And we now seem to have gone full cycle in programming to public taste.

KFAC

The Music Station for Southern California

Remember in 1931 that the leaders among radio stations did not allow price mentions? Remember the great appeal of "soft sell" announcers like Norman Brokenshire, Frank Gallup, John Reed King, Frank Knight, David Ross and other great names? As audiences grew, the competition increased, and so did the sound and fury. Then some radio stations began to specialize.

It was 1938 when KFAC programmed its first concert. The audience acceptance of that first hour led to the gradual development of KFAC as it is today—the music station of Southern California. Over 50% of the radio homes of this area listen to KFAC during the week, according to Pulse. Twenty-seven of our advertisers have been with us two years or more. They have found that the KFAC "soft sell" does sell. Our business reflects the growing awareness of this fact. We are happy to have played our part in the development and progress of the still young industry which "Broadcasting•Telecasting" serves so well.

Feb. 28: Crosley Broadcasting Corp. is left as only bidder for WHAS Louisville as Bob Hope and Fort Industry Co. drop out.

March 7: NBC affiliates give network a vote of confidence at Chicago meeting.

March 7: Hugh Feltis resigns as president of BMB to become general manager of KING Seattle.

March 21: Fred Allen signs contract giving NBC exclusive rights to his services for radio and tv.

April 4: NAB protests limitations on use of 540 kc channel proposed by FCC: to limit power to 1 kw and no use at all within 25 miles of some 224 military installations; points out that 1947 Atlantic City allocations made 540 kc a broadcast channel.

April 11: Frank K. White, president of Columbia Records and previously treasurer and vice president of CBS, becomes president of Mutual, succeeding Edgar Kobak, retiring to open office as business consultant.

April 18: After stormy debate on convention floor, with expansion of Broadcast Advertising Dept. of NAB demanded, board creates Broadcast Advertising Bureau, names Maurice B. Mitchell as its director, operating under a board policy committee, and earmarks $100,000 to get it going.

April 18: BMB wins a vote of confidence from convention and a loan of $75,000 from NAB.

April 18: International High Frequency Conference at Mexico City comes to stormy end as U.S. delegation refuses to approve a pilot plan giving Russia and other countries a greater share of channel hours; Russia also refuses to sign.

May 2: Two New York-Chicago channels added to AT&T coaxial cable service now provide three west-bound and one east-bound channel for tv programs.

May 9: President Truman nominates FCC Comr. Edward M. Webster for reappointment to a 7-year term.

May 9: FCC authorizes NBC to operate a uhf station at Bridgeport, Conn., for experimental rebroadcasts of programs of uhf WNBT (TV) New York.

May 9: Arthur Godfrey was top CBS wage-earner in 1948 with pay of $258,450, not including the $123,624 paid by CBS to Arthur Godfrey Productions for "program services" nor the $58,441 AGP got from Columbia Records. Lowell Thomas was top "independent contractor" on the network, getting $402,300 for program services.

May 16: CBS signs Frank Stanton to 10-year contract to continue as president at base salarly of $100,000 a year, followed by 10-year consultant's contract at $25,000 a year.

May 16: Don Lee Broadcasting System, 45-station Pacific Coast network, elevates President Lewis Allen Weiss to post of board chairman, promotes Willet H. Brown from executive vice president to president.

May 16: Don McNeill, conductor of ABC's *Breakfast Club,* was paid $180,229 by ABC in 1948, top pay made by network for services.

May 23: Mark Woods signs five-year contract with ABC to remain as president at $75,000 a year; Robert E. Kintner as executive vice president at $50,000 and C. Nicholas Priaulx as vice president and treasurer at $27,500; all provide for increases if earnings improve.

May 23: Associated Actors & Artistes of America, parent AFL talent union, sets plans for new branch, Television Authority, to end conflicting claims of Actors' Equity, AFRA, Screen Actors Guild and others.

May 30: FCC consolidates all major tv problems, including uhf-vhf allocations and color; plans hearings to start in August.

May 30: Arkansas Supreme Court upholds Little Rock's city tax on radio stations.

May 30: Rep. John Rankin (D-Miss.) introduces bill rendering networks, stations and broadcaster-commentators liable to suit by a person slandered in district where he resides "at the county seat" by law of Congress; FCC is "too slow," Rep. Rankin states.

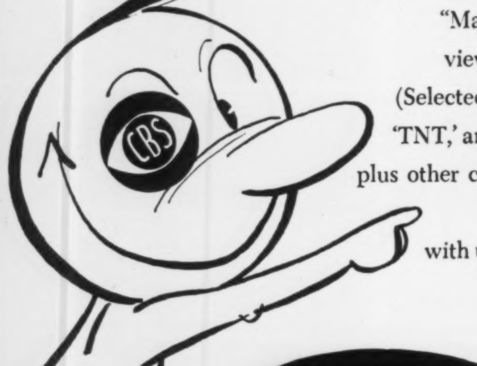
May 30: Disputing suggestion of FCC Chairman Wayne Coy that fm stations be forced to duplicate am programs when facilities jointly operated, Fm Assn. President William E. Ware declares that "such regulations would sound the death knell of fm."

May 30: WORL Boston goes off air after fighting for license renewal since 1945.

May 30: Longest direct tv pickup, 129 miles, made by KFMB-TV San Diego during dedication when it got and rebroadcast salute from KTLA (TV) Los Angeles without special equipment of any kind.

June 6: FCC sanctions editorializing by broadcast stations within undefined limits of "fairness" and "balance" by 4-to-1 vote, overriding eight-year old Mayflower decision; Comr. Frieda B. Hennock, dissenting, contends majority's standard of fairness is "virtually impossible of enforcement"; CBS announces it will editorialize "from time to time."

WICHITA'S NIGHT TIME FAVORITE!
LATE DATE
with
MARY GAYLE and ERNIE

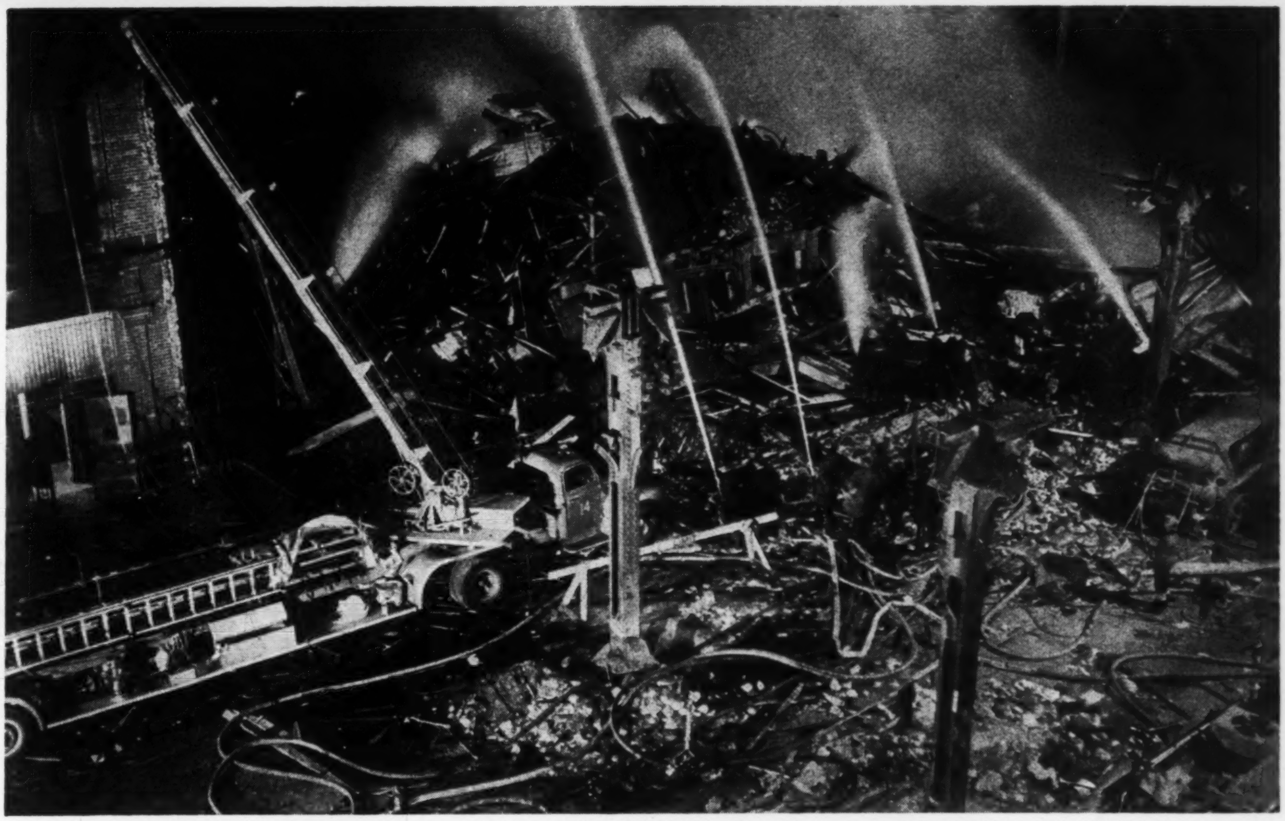


Wichita Windy says:

"Mary Gayle and Ernie keep Kansas viewers wide-eyed with **LATE DATE.** (Selected films from NTA Selznick, NTA 'TNT,' and 20th Century Fox packages — plus other choice groups from Hollywood.) To sell KANSAS buy KTVH with unduplicated CBS-TV coverage, reinforced by local-impact programming."

KTVH
KANSAS

CHANNEL 12
CBS — BASIC
Howard O. Peterson, *General Manager*
Represented Nationally by
H-R Television, Inc.



Three-and-one-half-million-dollar granary explosion and fire, Philadelphia, Pa.—*Photo courtesy of* PHILADELPHIA INQUIRER.

WFIL-TV films "hot" news with Du Pont 931 —and it's on the air in minutes

An explosion shook Philadelphia's Market Street at 8:03 P.M., March 28, 1956, and WFIL-TV cameramen were on the scene moments later—their cameras loaded with Type 931 Motion Picture Film.

Well-known WFIL-TV News Director Gunner Back says: "Our photographers fed film back to the station for our 11 P. M. 'RCA-Victor News Reel' just as fast as it was shot. Although it was still coming out of the processing machine 10 minutes before air time, we were sure of the good pictures we would get."

Du Pont High Speed Rapid Reversal Film, Type 931, is a favorite of WFIL Photographer Harry W. Krause, who reports: "Du Pont 931 has what it takes for TV work—it's a rugged film with high speed, wide latitude, good contrast and never blocks up an optical sound track."

FOR MORE INFORMATION about Du Pont Motion Picture Films, ask your nearest Du Pont Sales Office or write the Du Pont Company, Photo Products Department, Wilmington 98, Del. In Canada: Du Pont Company of Canada Limited, Toronto.

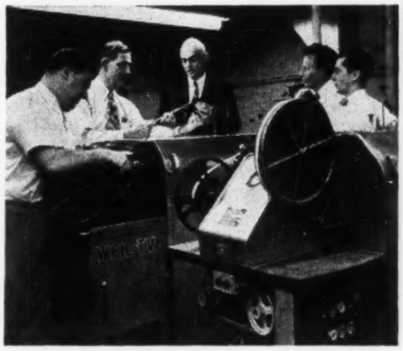
SALES OFFICES

Atlanta 8, Ga.	805 Peachtree Building
Boston 10, Mass.	140 Federal Street
Chicago 30, Ill.	4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio	20950 Center Ridge Road
Dallas 7, Texas	1628 Oak Lawn Avenue
Los Angeles 38, Calif.	7051 Santa Monica Blvd.
New York 11, N. Y.	248 West 18th Street
Wynnewood, Pa.	308 East Lancaster Avenue
Export	Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM



Du Pont Technical Representative Dudley Field (center) examines some "hot" processed 931 footage with WFIL Photo Department.

View of disastrous fire can be seen on monitor. Contrast range of Du Pont Type 931 film is just right for TV.

RCA VICTOR NEWS REEL

News Director Gunner Back says: "The quality of our news film on Type 931 Motion Picture Film has been consistently high."

June 13: FCC repeals Avco rule which for four years has required stations up for sale to be advertised for competing bids; admits rule had failed its purpose and often inflicted "severe economic and other hardships" on buyers and sellers.

June 13: Maryland Court of Appeals reverses lower court ruling that upheld "Baltimore gag" rule, reverses contempt citations against WCBM, WITH and WFBR Baltimore and James P. Connolly, former WITH news editor.

June 13: Frank E. Mullen's contract as president of the G. A. Richards stations is cancelled; he retains 15% interest in KMPC Los Angeles acquired for $54,787; will be paid year's salary of $75,000 for next 12 months, plus $75,000 more if NBC affiliates with KMPC before Aug. 1, 1952.

June 13: FCC's right to use discretion in granting or denying oral arguments on legal sufficiency of a licensee's claim of potential interference from pending applications is affirmed by U.S. Supreme Court in decision reversing lower court's ruling in WJR Detroit daytime skywave case.

June 13: NAB Tv Music Committee and ASCAP reach tentative agreement on am formula plus 10% as basis for tv music licenses; stations and ASCAP members asked to approve before July 1 deadline.

June 27: Broadcast Advertising Bureau transfers headquarters to New York; plans expanded operations with $200,000 budget.

July 4: CBS, having announced that it would broadcast editorials over its own name, now says it will sell time for "expression of opinion on public issues."

July 11: Sylvester L. (Pat) Weaver, vice president and radio-tv director of Young & Rubicam, joins NBC as vice president in charge of television.

July 18: NAB Board streamlines association organization, establishes an audio division comprising both am and fm and a video division; A. D. Willard, executive vice president, declines appointment as head of video division and resigns to return to private industry.

July 18: FCC announces tv allocations plan: to add 42 uhf channels to the present 12 vhf channels, with another 23 to 28 uhf channels reserved for experimental television, providing for 2,245 tv stations in 1,400 communities.

Aug. 29: FCC bans giveaways as violation of criminal lottery laws.

Sept. 5: ABC, CBS, NBC seek injunctions to prevent FCC from putting its anti-giveaway ruling into effect.

Sept. 12: AT&T's policy of not connecting its network tv facilities with those of private broadcasters is called "unlawful" in proposed FCC report.

THE HIRED HANDS HAVE PROSPERED, TOO

BROADCAST employes have long been the second highest paid in American industry, according to a compilation of average pay by the Office of Business Economics, Dept. of Commerce.

Starting with 1930, the second year in which average income figures were compiled, broadcast salaries and wages have been far ahead of most industries. They have ranked second to brokerage employes most of the time, except in the mid-30s when air transport employes were ahead temporarily.

Broadcast wages averaged $6,333 in 1955, a figure second only to the $8,078 for brokerage employes. Since broadcasting became a nationwide industry the average wage level has risen 2½ times. A factor in the broadcast average pay is the high degree of variance in pay levels of different types of employes.

Preliminary figures compiled early this month by NARTB show that salaries and wages comprise approximately 40% of total expenditures at television stations (includes non-member as well as member stations but does not include networks or their owned stations, educational stations or stations in territories).

Highest wage-salary item at tv stations was program salaries (total money spent, including talent). Technical pay was next, about two-thirds the program figure. General administrative ran half of programming, with sales almost one-third.

NARTB's compilation for tv was not broken down by exact percentage figures, but a more detailed story is told by the association in the case of radio stations. Total wages and salaries comprise 55.8% of total money spent, of which technical and programming comprise 31.4%, sales 11% and general-administrative 13.4%.

AVERAGE ANNUAL EARNINGS BY INDUSTRIES* 1930-1935

1930	
Brokerage	$3,097
Broadcasting	$2,624
Air Transport	$2,424
Business Services	$2,412
Insurance Carriers	$2,226

1935	
Brokerage	$2,770
Air Transport	$2,195
Broadcasting	$2,089
Motion Pictures	$1,892
Business Services	$1,884

1940	
Brokerage	$2,845
Broadcasting	$2,554
Air Transport	$2,239
Oil, Coal Products	$1,954
Autos, Equipment	$1,934

1945	
Brokerage	$5,286
Broadcasting	$3,515
Engineering, Professional Services	$3,258
Pipelines	$3,230
Oil, Coal Products	$3,097

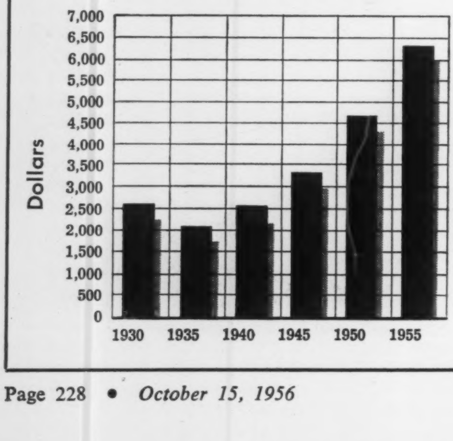
1950	
Brokerage	$6,122
Broadcasting	$4,698
Oil, Coal Products	$4,315
Pipelines	$4,296
Engineering, Professional Services	$4,106

1955	
Brokerage	$8,078
Broadcasting	$6,333
Pipelines	$5,615
Oil, Coal Products	$5,593
Autos, Equipment	$5,323

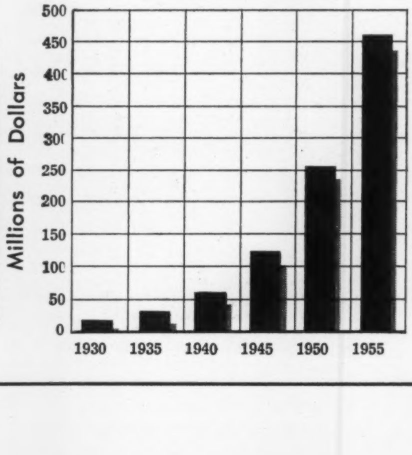
---

* Fulltime employes. Covers five highest industries by five-year segments.

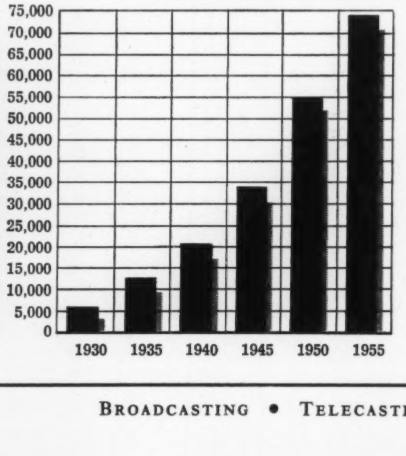
AVERAGE ANNUAL EARNINGS FOR FULLTIME EMPLOYES



TOTAL COMPENSATION EARNED BY EMPLOYES



NUMBER OF FULLTIME EMPLOYES IN RADIO-TV BROADCASTING



Joseph B. Haigh, Chief Engineer, KFJZ, Fort Worth, Texas, *SAYS:*

"Low image retention . . . that's why KFJZ finds General Electric camera tubes a good investment!"

"We particularly like the low image retention of G-E camera tubes. Some days our cameras must preview commercials for hours at a time. They are required to focus on a stationary object like a trademark, and then image burn-in becomes a problem.

"With General Electric camera tubes, we've found that the risk of burn-in is reduced. Also, the tubes have good image resolution, and pick up fine detail. Black-white contrast is sharp.

"Furthermore, G-E tube packaging is the best we've seen. It protects spare image orthicons from dirt and damage, and makes it easy to store them compactly, so that they take up minimum space.

"From package to performance, General Electric camera tubes have proved themselves here at KFJZ. They help us provide crisp and clear pictures that mean pleasant viewing in Fort Worth homes."

* * *

Benefit from the many quality features of General Electric Broadcast-Designed image orthicons! Your G-E tube distributor stocks them . . . can give immediate delivery. Call him today! *Electronic Components Division, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F5

Sept. 12: Attempts of tv networks to obtain exclusive rights to World Series end in offer of telecasts to all on "no pay, no charge" terms; Gillette Safety Razor Co. buys rights, gets tv time free.

Sept. 26: FCC denies sale of WHAS Louisville to Crosley Corp. because of overlap between WHAS and WLW Cincinnati.

Sept. 26: Justice Dept. files antitrust suit against *Lorain* (Ohio) *Journal*, charging conspiracy to damage WEOL-AM-FM Elyria-Lorain through restraint and monopoly of the dissemination of news and advertising.

Sept. 26: FCC suspends ban on giveaway programs until court tests decided.

Sept. 26: Schenley Distillers, after stirring up broadcasters by proposing to buy time for its hard liquor products, decides to maintain its "no radio" policy; reports more than 200 stations were ready to accept hard liquor commercials.

Oct. 10: Niles Trammell becomes NBC board chairman; Joseph McConnell, RCA executive vice president, succeeds him as NBC president.

Oct. 10: CBS demonstrates studio, film and outside pickups in color to FCC; observers find quality generally good.

Oct. 10: Efforts of Associated Actors & Artistes of America to vest tv jurisdiction in new 4-A Television Authority hits snag when Screen Actors Guild refuses to yield any jurisdiction over films.

Oct. 17: RCA official demonstration of its color system to FCC, presented in rush, is admittedly disappointing; later informal showings much better.

Oct. 24: Tv networks sign five-year contracts with ASCAP retroactive to Jan. 1, 1949; work commences on per program license terms.

Oct. 31: U.S. District Court for Eastern District of Pennsylvania rules that attempt of State Board of Censorship to require censorship of tv films is invalid because it infringes on field of interstate commerce.

Oct. 31: AFM issues film rates: $27 a man for 15 minutes or less, compared to live tv network rate of $16.20 a man for 30 minutes or less; union also proposes that musicians be employed as librarians and film cutters.

Nov. 7: Mutual and Gillette Safety Razor Co. sign seven-year, $1 million contract for radio rights to World Series and All-Star baseball games.

Nov. 14: U.S. Supreme Court upholds Little Rock city taxes of $250 a year on generation of radio waves and $50 on solicitors of local advertisers.

Nov. 14: NBC reorganizes into three self-contained operating divisions: tv network, radio network, o&o stations, plus small high-level management staff.

Nov. 21: NAB approves plan to reorganize BMB as independent stock company along line of BMI; extends deadline for dissolution of present BMB to July 1, 1950.

Nov. 21: Television Authority is launched as AFL talent union for television, despite opposition of Screen Actors Guild and Screen Extras Guild.

Dec. 12: Stalemated when U.S. rejects Cuba's channel demands, NARBA conference at Montreal recesses for four months to give U.S. and Cuba time to work out an agreement.

Dec. 12: Fm Assn. votes to disband, merge with NAB.

1950

Jan. 2: Robert E. Kintner becomes president of ABC as Mark Woods is elected vice chairman.

Jan. 2: NBC-TV asks affiliates to clear 2½ hours on Saturday night for network variety series.

Jan. 9: DuMont scores NBC Saturday night request as clear attempt to freeze out competition; asks FCC to stop the attempt.

Jan. 9: NBC opens uhf tv satellite station in Bridgeport, Conn., for experimental rebroadcasts of WNBT(TV) New York programs on 529-535 mc band.

Jan. 16: U.S. Supreme Court refuses to review decision of Maryland Court of Appeals invalidating Baltimore court principle that broadcasting or publishing news of an indicted criminal constitutes contempt of court; effect is to extend to Maryland generally accepted rules of free speech in crime reporting.

Jan. 16: CBS reports 90% of those seeing its demonstration colorcasts in Washington say they find color more enjoyable than black-and-white; puts on half-hour show twice daily to 300 spectators.

Feb. 13: U.S. Supreme Court rules that FCC disapproval of a contract negotiated by a licensee is not enough to invalidate the contract in a decision upholding an award to Southern Broadcasting Stations in its suit against Georgia School of Technology (WGST Atlanta).

Feb. 13: FCC approves request of Zenith Radio Corp. for public test of Phonevision in Chicago.

How much should a Tape Recorder cost?

$45,000* **The new Ampex Videotape Recorder** at $45,000 achieves flawless reproduction of TV picture and sound. The system not only promises to revolutionize network telecasting but will actually reduce material costs by 99%. In hundreds of TV stations throughout the country Ampex Videotape Recording will repay its cost in less than a year.

$1,315* **The Ampex Model 350 studio console recorder** at $1,315, costs less per hour than any other similar recorder you can buy. Year after year it continues to perform within original specifications and inevitably requires fewer adjustments and parts replacements than machines of lesser quality.

$545* **The Ampex Model 601 portable recorder** at $545 gives superb performance inside and outside of the studio. This price buys both the finest portable performance available and the most hours of service per dollar.

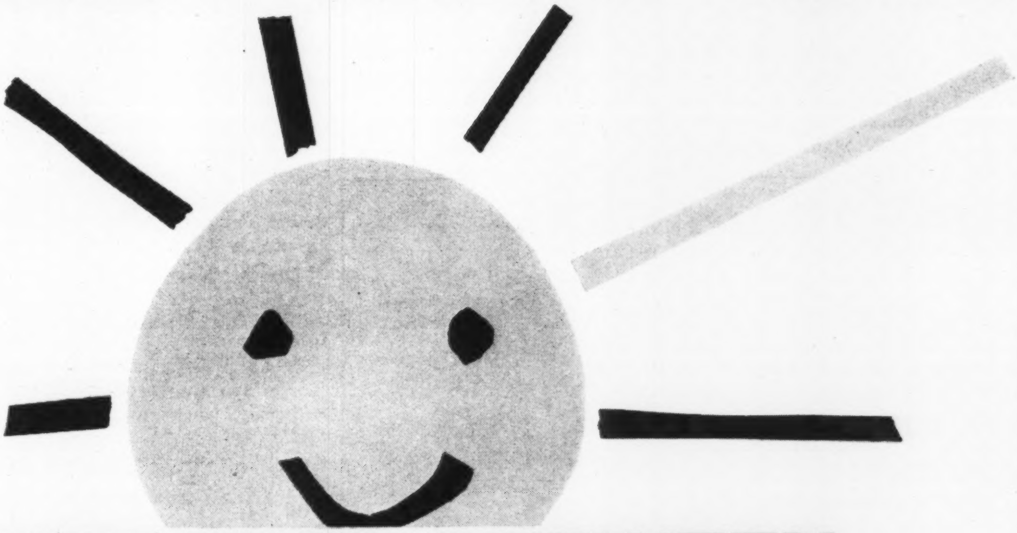
YOU CAN PAY LESS FOR A TAPE RECORDER BUT FOR PROFESSIONAL USE YOU CAN'T AFFORD TO BUY LESS THAN THE BEST

*Net price as of August 1, 1956 and subject to change.

AMPEX CORPORATION

SIGNATURE OF PERFECTION IN MAGNETIC TAPE RECORDERS
934 Charter Street • Redwood City, California

MORNING 'TIL NIGHT
EVERY HOUR ON THE HOUR



NONSTOP BETWEEN

NEW YORK-CHICAGO

From 8 am to 9 pm New York to Chicago and 7 am to 11 pm Chicago to New York

AMERICAN AIRLINES

AMERICAN
AIRLINES
America's Leading Airline

Feb. 20: Finding that NBC's plan for a 2½-hour Saturday night tv program violates the FCC's network rules, Commission starts issuing temporary licenses to stations which have agreed to take all or part of the program.

March 6: New Mexico appellate court rules all KOB Albuquerque broadcasts are interstate commerce and therefore not taxable by state; Virginia General Assembly passes bill forbidding cities, towns or counties in state from levying license or privilege taxes on broadcasting stations.

March 6: A. C. Nielsen Co. buys national network Hooperatings from C. E. Hooper Inc.

March 6: Richland County Common Pleas Court dismisses petition of WMAN Mansfield, Ohio, for injunction against Mansfield Board of Education so station might broadcast high school basketball games.

March 20: Broadcast Audience Measurement is formed as successor to BMB; to be financed through sale of stock to broadcasters on BMI pattern.

March 20: Hearing on news policies of G. A. Richards stations opens in Los Angeles.

March 20: Gov. John S. Battle of Virginia signs law prohibiting city, town or county tax on radio or tv stations.

March 20: Forbidden by the FCC from censoring political broadcasts, broadcasters are not liable for defamatory remarks in such broadcasts, Federal District Court Judge Kirkpatrick rules in suit of David H. H. Felix against five Philadelphia stations.

March 27: WFIL Philadelphia cuts night rates, increases daytime rates, as move to adjust radio price scale to growing audience for tv.

April 3: RCA shows its new tri-color picture tube; calls for adoption of compatible color standards.

April 3: WTMJ-FM Milwaukee, first fm station west of the Allegehanies, turns back its license and goes off air after 10 years.

April 17: FCC, interpreting its decision on editorializing, says stations have "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance."

April 17: Procter & Gamble Co. asks for two-year contracts with no rate increases and a third year option at not more than a 33-1/3% boost from tv stations to carry its *Beulah Show* on ABC-TV; NARSR protests the proposed rate freeze.

April 24: William B. Ryan, general manager of KFI Los Angeles, is elected general manager of NAB to direct departmental operations.

May 15: Television does not hurt attendance at sports events after first year of set ownership, when novelty has worn off, according to study conducted by Jerry Jordan.

May 22: CBS and its owned stations withdraw from NAB.

May 22: Color Television Inc. demonstrates its color system to FCC.

May 22: DuMont shows its new three-color direct view tv receiver tube.

May 29: Chromatic Television Labs and Don Lee Broadcasting System both announce development of new tri-color tv tubes.

June 5: NAB appears in favor of proposed FCC restrictions on tv programs in which sight and sound are not integrated on behalf of its radio members and opposing these restrictions on behalf of NAB tv members.

June 5: ABC and its five owned stations pull out of NAB.

June 5: NBC starts counter raid for CBS talent; signs Groucho Marx to eight-year $3 million capital gains contract; goes after other name stars.

June 12: NBC signs Bob Hope to five-year contract.

June 12: KFI-AM-FM-TV Los Angeles asks all employes to sign loyalty oaths disclaiming membership in the Communist Party or other subversive groups.

June 12: Radio Mfrs. Assn. becomes Radio-Television Mfrs. Assn.

June 19: ABC signs Don McNeill, conductor of *Breakfast Club*, to 20-year contract; also purchases *Screen Guild Players;* NBC signs Kate Smith to five-year tv contract.

June 19: John Shepard III, founder of Yankee Network, dies of heart attack at 64.

June 19: Skiatron Corp. announces "Subscriber Vision" as its entry in toll tv field.

July 3: In an advertisement headed "Two Umpires Behind the Plate Isn't Any Good in Broadcasting, Either," Stanley Breyer, commercial manager, KJBS San Francisco, challenges Hooper and Pulse to underwrite a house-to-house coincidental survey in the

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .

IOWA
WISCONSIN
MISSOURI
ILLINOIS
DELAWARE 215 43
DUBUQUE 3868 192
JO DAVIESS 1234 181
STEPHENSON 1144 85
BENTON 301 43
LINN 1857 53
CEDAR RAPIDS
JONES 932 166
JACKSON 2460 447
CARROLL 2900 460
OGLE 1411 128
CLINTON 10257 645
CEDAR 2058 388
WHITESIDE 7922 477
LEE 3347 323
IOWA 383 81
JOHNSON 1999 156
IOWA CITY
SCOTT 28441 867
MUSCATINE 7102 676
ROCK ISLAND 30244 687
HENRY 8161 513
BUREAU 4350 359
KEOKUK 317 58
WASHINGTON 940 151
LOUISA 1318 412
MERCER 2624 486
PUTNAM 251 179
STARK 902 334
MARSHALL 668 232
JEFFERSON 346 71
HENRY 1096 199
DES MOINES 3267 231
WARREN 2713 348
KNOX 7105 392
PEORIA 2121 39
LEE 750 57
HENDERSON 803 309
FULTON 1839 125
HANCOCK 516 61
McDONOUGH 1053 114
TOP FIGURE each county — Number Pieces of PROGRAM Mail Received during 1955 . . .
2nd FIGURE each county — Number of Pieces of PROGRAM Mail per 1,000 Homes

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	• 1,568,500
Families	• 484,800
Retail Sales	• $1,926.588,000
Effective buying Income	• $2,582,388,000
Source	• 1956 Survey of Buying Income (Sales Management)
Number TV Homes	• 317,902
Source	• Advertising Research Foundation

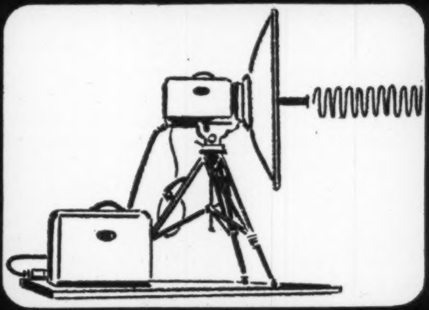
WOC-TV Owned and Operated by Central Broadcasting Co.
Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

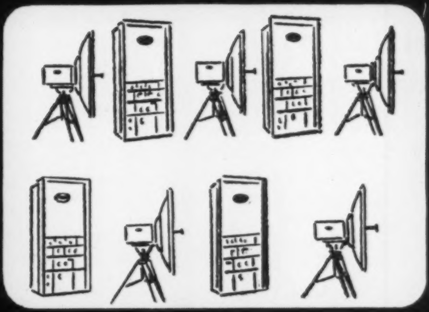
WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

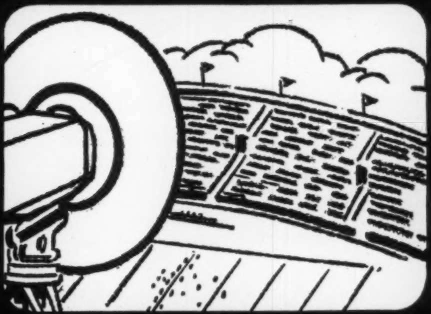
Best-Selling 20-Second Spot



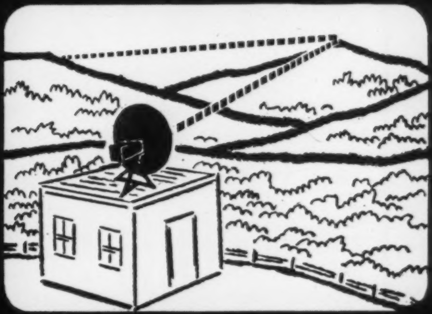
1. This is the famous Raytheon KTR-1000A microwave relay—just one in the biggest line of TV microwave relays in the industry.



2. Available in rack mounted or portable, 100 milliwatts or one watt at 6000 and 7000 mc; and 100 milliwatts in portable at 13,000 mc.



3. Four light, compact, portable units, total weight only 162 lbs., ideal for remotes. Provide simultaneous transmission of high fidelity audio with full NTSC color or monochrome video.



4. As STL's too, Raytheon links provide reliable, low-cost operation, with either portable or rack mounted equipment.

5. These and many other advantages add up to one big FACT—**Raytheon KTR links outsell all competitive makes.**

RAYTHEON

Excellence in Electronics

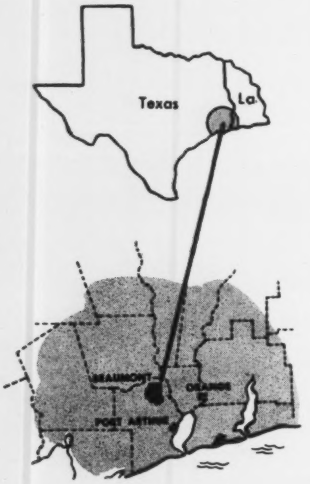
6. For full details, please write Raytheon Manufacturing Company, Equipment Marketing Department, Waltham 54, Mass., Dept. 6120.

See Raytheon's exhibit at Rooms 659-660, at the USITA Show, Conrad Hilton Hotel, Chicago, Ill., Oct. 15-17

TV KFDM AM

STUDIOS IN BEAUMONT

Dominates This Important Gold Coast Cities Market



FACTS — KFDM-TV

1. Channel 6 — 100,000 watts — CBS — ABC
2. 109,000 TV Homes in 13 Texas Counties and Louisiana Parishes.
3. Complete Dominance (Supported by Telepulse Survey)
4. Grade A Coverage in Beaumont — Port Arthur — Orange

FACTS — KFDM-AM

1. 1,093,300—Combined Population, including 12 Counties in Texas and 12 Parishes in Louisiana
2. $814,900,000 — Retail Sales
3. $1,163,108,000 — Net Effective Buying Income
4. 5,000 Watts — 560 Kilocycles — Affiliated with American Broadcasting Company

And We're Celebrating Our
32ND ANNIVERSARY
Represented by
PETERS-GRIFFIN-WOODWARD, INC.

San Francisco area and to match their own data against its findings.

July 17: National Assn. of Radio Station Representatives names committee to explore feasibility of setting up spot option time plan similar to network option time.

July 24: Following outbreak of hostilities in Korea, White House calls for formation of all-inclusive Broadcasters Defense Council to organize radio-tv for instant availability for government.

July 24: John J. Gillin Jr., WOW chief, dies of heart seizure at 45.

July 24: FCC upholds right of networks to act as advertising representatives for their affiliates after two-year investigation of complaint of NARSR.

July 31: Assn. of National Advertisers starts drive for lower radio rates, citing inroads of tv on radio audience.

Aug. 21: Hugh M. P. Higgins, vice president and general manager of WMOA Marietta, Ohio, is named interim director of Broadcast Advertising Bureau.

Aug. 28: FCC dismisses complaint against KOB Albuquerque filed in March 1946 by then New Mexico Gov. John J. Dempsey accusing the station of broadcasting libelous attacks against him; admonishes KOB to "re-read" the Commission's new decision on editorializing.

Sept. 4: FCC states it will adopt the CBS color tv system unless set makers agree to "bracket standards" to enable sets to receive both present 525-line pictures and the 405-line images proposed by CBS; if they agree, Commission will adopt "bracket standards" for black-and-white tv, postpone color decision.

Sept. 4: General Foods drops Jean Muir from *Aldrich Family* after protests against her appearance from "a number of groups"; Joint Committee Against Communism claims credit for her removal, announcing a drive "to cleanse" radio and television of pro-communist actors, directors, writers; Miss Muir denies any Communist affiliations or sympathies.

Sept. 4: U.S. District Court in Cleveland holds that a newspaper which refuses to carry advertisement of local radio sponsors violates the antitrust laws, in deciding government antitrust suit against the *Lorain* (Ohio) *Journal* for unfair competition with WEOL Elyria, Ohio.

Sept. 4: Special agency-advertiser-broadcaster-researcher committee set up by Stanley G. Breyer of KJBS San Francisco to supervise test of relative merits of Hooper and Pulse rating systems votes to expand study to "include an appraisal of all methods of producing local audience-size measurements."

Sept. 4: Color Television Inc. announces new compatible "dash sequential" system of color tv; petitions FCC to reopen color hearings.

Sept. 4: National Opinion Research Corp. will survey attendance at college football games to determine effect of telecasts; project is jointly sponsored by the tv networks and National Collegiate Athletic Assn.

Sept. 11: Three tv networks—ABC, CBS, NBC—agree to pay $50,000 apiece to Gillette Safety Razor Co. for pooled telecast of World Series, Gillette having paid $800,000 for tv rights; stations to be paid for one hour's time for each first four games; DuMont refuses to take part, denounces deal as "economically detrimental" to tv.

Sept. 28: Schenley International Corp. buys time on Hawaiian and Alaskan radio station to advertise whiskies.

Sept. 28: Multiplex Development Corp. demonstrates method for simultaneous broadcast of three signals on single fm channel.

Oct. 2: Liberty Broadcasting System starts operating as fifth national network, feeding more than 10 hours of programs a day to 240 outlets.

Oct. 2: Lewis Allen Weiss resigns as board chairman of Don Lee Broadcasting System, ending 20 years with the regional network.

Oct. 2: Set makers tell FCC they can't begin turning out tv sets with bracket standards by proposed November deadline.

Oct. 9: FCC initiates rule-making proposal to equalize competition among the tv networks and eliminate the domination of NBC-TV and, secondarily, of CBS-TV.

WHAT'S PLAYING?

VIOLINS and clarinets sounded alike, and a harp couldn't be told from a piano in the early days of broadcasting, John V. L. Hogan, president of Hogan Labs., recalled at the 1954 convention of Institute of Radio Engineers.

High-fidelity was conceived, he said, during a conversation he had in the early '30s with Charles B. Jolliffe, then FCC chief engineer and now RCA vice president-technical director. Mr. Hogan contended the quality of radio broadcast sound was falling behind that of records and movies. Dr. Jolliffe agreed, later proposing three 20 kc bands above 1500 kc for experimental use.

Mr. Hogan was given a license in 1934 to operate as W2XR, using a transmitter capable of 100% modulation at 16,000 cycles or higher and having minimized harmonic distortion. W2XR later became WQXR New York. The station's experimental broadcasts, and subsequent later service featuring good music, were given much of the credit for development of high-fidelity broadcasting.

The Continental Divide Station
KXLF-TV 4
COPPER STRIKE BOOM TOWN
Butte and Montana

This one is for the corner drug store...

Frankly, we think this is a good way of illustrating how "local" we feel – and *are* – in doing our job as the manufacturing and supply unit of the Bell System.

When Vincent Koes and his co-workers at Western Electric finish equipping this telephone booth it'll be just what the local druggist wanted from his local Bell telephone company.

It's pretty much the same way with the Bell telephone equipment we make–the telephones, telephone wire and cable, and central office switching equipment – much of it "made to order" by Western Electric people so your telephone company can give your town the telephone service it needs. As part of the Bell System, we join the Bell telephone people in your community to bring about a common goal: providing good, dependable telephone service ...offering convenience at a reasonable cost.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

Oct. 16: FCC approves CBS color, effective Nov. 20; CBS promises 20 hours of color programs a week within two months; RCA continues work on its compatible system; manufacturers divided as to whether to make sets and converters to receive CBS colorcasts.

Oct. 16: FCC denies renewal of license to WTUX Wilmington, Del., on grounds that station, despite due notices, continued horse racing programming that was of a "high degree of aid" to local bookmakers.

Oct. 23: NBC presents four-part radio plan to affiliates: Operation Tandem, rotating participation by six sponsors in five separate hour-long programs on different nights; Night and Day, three-advertiser participation in two daytime and one nighttime period on rotating three-week schedule; Sight and Sound, three advertiser rotating participation on a half-hour radio and half-hour tv program; This Is Television, radio show made up of excerpts from six tv shows to be sold to the tv sponsors.

Oct. 23: Mexico withdraws from NARBA conference, already in difficulty over failure of U.S. and Cuban delegations to agree.

Oct. 23: RCA files suit in Federal District Court in Chicago asking temporary injunction against FCC's color order being made effective pending determination of suit for a permanent injunction; Pilot Radio Corp. files similar suit in Brooklyn but withdraws it when FCC moves to transfer RCA suit to New York.

Oct. 23: President Frank Stanton of CBS goes on network to "clear up" confusion over FCC color decision created by "the reaction of some of the television set manufacturers"; Robert C. Sprague, president, Radio Television Mfrs. Assn., asks for and gets time to reply.

Oct. 30: Reporting on its experience with uhf operation in Bridgeport, RCA states: "It will be most unfortunate if television expansion has to go into the uhf band."

Nov. 20: Cuba gets right to use six U.S. 1-A clear channels and Jamaica two under new five-year North American Radio Broadcasting Agreement signed by United States, Canada, Cuba, Bahamas-Jamaica and Dominican Republic; Mexico, which withdrew from the conference, and Haiti, which did not participate, will be given chance to subscribe.

Nov. 20: Chicago federal court issues temporary restraining order halting FCC from putting its color rule into effect before a final decision is made.

Dec. 11: FCC, by 4-to-2 vote, proposes to renew license of WBAL Baltimore and deny application of Drew Pearson and Robert S. Allen for the 50 kw, 1-B clear channel facility.

Dec. 25: Chicago federal court dismisses RCA complaint against FCC adoption of CBS color system but bans commercial operation pending decision by U.S. Supreme Court.

Dec. 25: CBS asks all employes to sign loyalty oaths; NBC has inquired as to its employes' Communist Party membership since 1944.

1951

Jan. 1: FCC approves General Tire & Rubber Co. purchase of Don Lee Broadcasting System for $12,320,000; company also owns Yankee Network; sells KTSL (TV) Los Angeles to CBS for $333,765.

Jan. 1: New antenna rules call for special study of all towers over 500 feet for air safety purposes; those under 500 feet need special studies only if located near airports or airway systems.

Jan. 1: Gillette Safety Razor Co. buys tv rights to World Series and All-Star baseball games for six years at $1 million a year; also holds radio rights through 1956 with Mutual.

Jan. 1: Zenith Radio Corp. starts Phonevision tests in Chicago; 300 families to get "top-flight" motion pictures daily for 90 days which they can see by calling an operator, agreeing to pay $1; otherwise they, and other tv sets, get only a scrambled signal.

Jan. 8: William B. Ryan, NAB general manager, is elected president of Broadcast Advertising Bureau.

Jan. 8: NBC shelves proposed nighttime rate cut for its radio network after majority of affiliates register opposition.

Jan. 15: National Collegiate Athletic Assn. adopts plan for close control of telecasts of football games.

Jan. 22: AFM sets 50% increase in base pay plus employment quotas; seen as tripling music costs as price for signing new contracts at radio-tv network key stations in New York, Chicago and Hollywood.

Feb. 5: NAB board revises by-laws to provide a board chairmanship (and elects Justin Miller to the post, relieving him of operating duties), and tv participation; changes name of organization to National

Nothing Else Like It In Louisville!

"DIAL 970"

WAVE'S

MONITOR FORMAT!

CAROUSEL

(11 a. m.–1:30 p. m.)

Carousel is DIAL 970's mid-day feature, brightening the morning and noontime hours for thousands of busy home-makers in the growing Louisville area.

Carousel features 2½ hours of music and facts and includes two newscasts, a report by the University of Kentucky Home Demonstration Agent on best shopping buys, a "Thought For Today"—short, inspirational messages by local ministers—plus daily brass ring contest, biographical sketches of great American women and club news, interviews and book reviews.

Other Coordinated DIAL 970 Programs Complementing MONITOR

WAKE UP WITH WAVE Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news.

ROAD SHOW Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

NIGHT BEAT The pulse of Louisville after dark. Direct local news. Direct local sports round-up. Music and world news. Human-interest features.

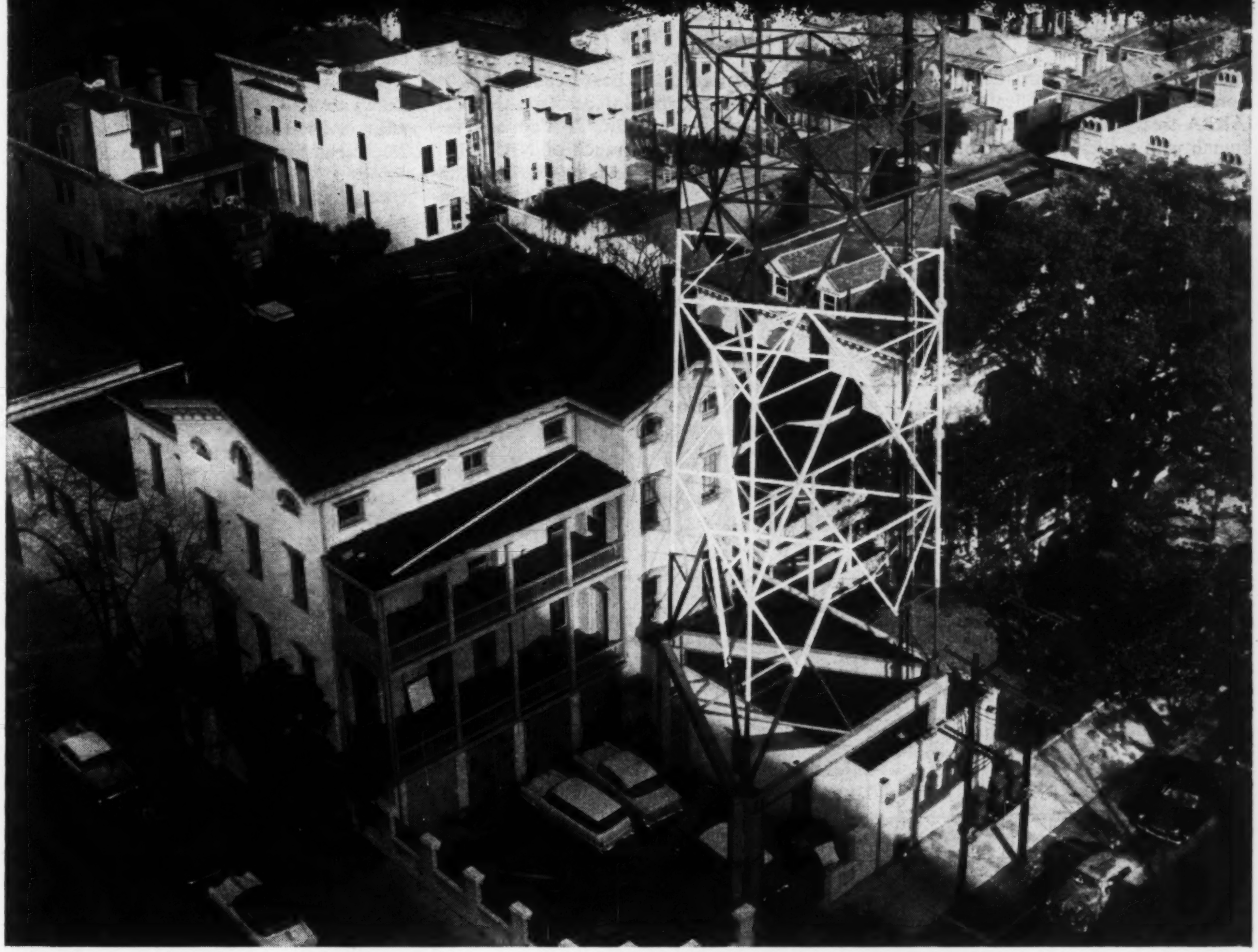
DIAL 970–
WAVE'S DYNAMIC NEW RADIO SERVICE
FOR A DYNAMIC NEW LOUISVILLE!

WAVE

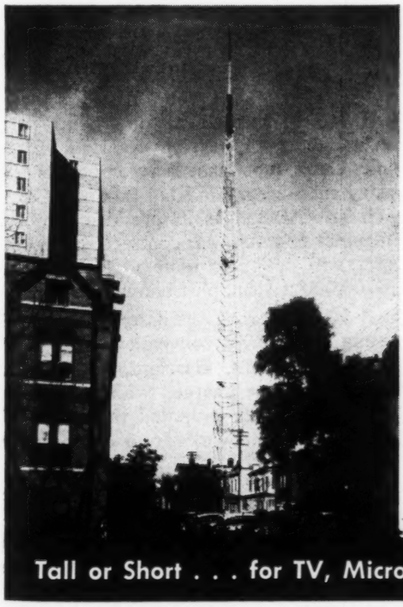
5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

Need an IDECO tower in your front yard?



JOB DATA: Station WTOC-TV, Savannah, Ga. Self-supporting Ideco tower, 501 feet including 12 bay antenna, 40 lb. wind load. Transmitter building partially surrounds steel frame base for tower.



● That's just what WTOC-TV wanted . . . and Ideco tower engineers met this unusual requirement, neatly solved the problem of putting tower and transmitter building in the tiny area shown in the photo.

Unusual? Sure . . . and maybe you'll never have to wrestle with such a problem. But it does dramatize the breadth of knowledge, the varied skills, that Ideco tower engineers have to draw on for **every** tower job. Since broadcasting's infancy, towers by Dresser-Ideco have served the broadcasting field.

Whatever your requirements, a tower by Dresser-Ideco . . . tailored to your specific needs . . . can best serve you, too. Write us . . . or contact your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO

IDECO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

Assn. of Radio & Television Broadcasters; grants active membership privileges to radio and tv stations and networks; creates autonomous 25-member radio and 13-member tv boards of directors.

Feb. 5: Progressive Broadcasting System suspends operation two months and five days after its opening, Nov. 26, 1950.

Feb. 5: Clear Channel Broadcasting Service vigorously opposes ratification of new NARBA treaty sent to Senate by President Truman with request for favorable consideration.

Feb. 12: Average family sees movies at home slightly better than twice a week in Phonevision test, Zenith Radio Corp. says in report on first four weeks of toll tv experiment.

Feb. 19: Glen McDaniel, RCA vice president, is elected first fulltime paid president of Radio-Television Mfrs. Assn.

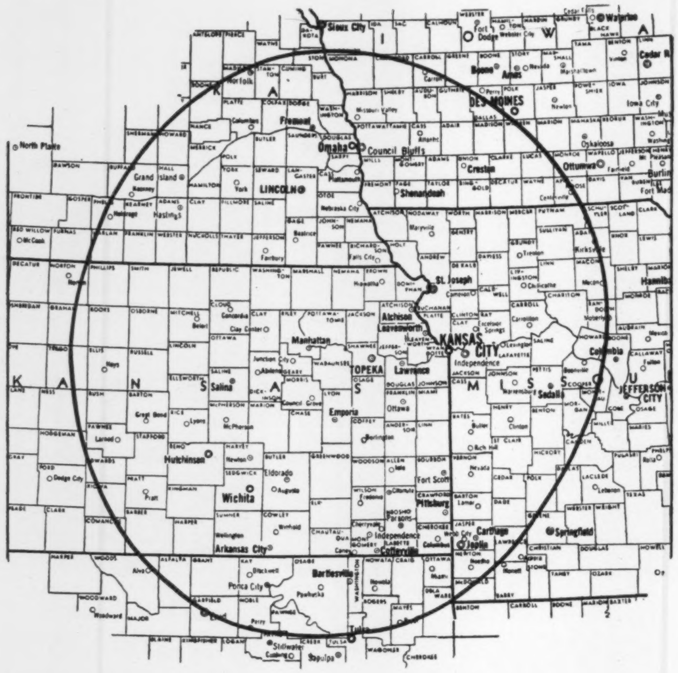
March 5: Special Test Survey Committee, founded at proposal of Stanley G. Breyer of KJBS San Francisco to decide whose ratings are best, recommends creation of a $140,000 project to analyze present rating methods and conduct field tests to show why different survey techniques agree or disagree.

March 5: Broadcast Advertising Bureau elects Edgar Kobak as board chairman.

March 5: Television Broadcasters Assn. dissolves; Thad H. Brown Jr., TBA counsel, becomes counsel for tv branch of NARTB.

March 12: After more than a year of negotiations between ASCAP and the All-Industry Tv Per Program Committee fail to produce agreement on per program license terms, ASCAP mails out license forms calling for payments of 8.5% to 9.5% of card rate for use of its tunes on commercial tv programs; terms had been rejected by industry committee.

COVERAGE



WIBW carries your sales message into five prosperous states—at only a 5 KW cost.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

"See Your Capper Man"
WIBW
CBS RADIO
Our 30th Year

March 19: Renewing drive for lower radio rates, ANA asserts that inroad of tv on full networks now amounts to 19.2% for NBC, 19.4% for CBS, compared to 14.9% for both networks in summer of 1950.

March 19: ABC offers sponsors of afternoon programs on NBC 45% discounts on one-fourth of full hour rate, plus $1,000 a week toward program costs, to switch these shows to ABC.

March 19: National Assn. of Radio Station Representatives becomes National Assn. of Radio & Television Station Representatives, changing from NARSR to NARTSR.

March 19: Former federal judge Simon H. Rifkind is retained as special counsel by All-Industry Television Per Program Committee; Dwight W. Martin, WLW-TV Cincinnati, committee chairman, asks tv stations to contribute four times highest quarter-hour rate to finance whatever action may be called for.

March 19: Frank Costello's hands provide tv's picture of the week as he refuses to expose his face to the tv cameras covering the New York hearings of the Senate Crime Investigating Committee whose chairman is Sen. Estes Kefauver (D-Tenn.).

March 26: FCC reveals proposed allocations plan making full use of uhf band in addition to 12 vhf channels to provide for some 2,000 tv stations in more than 1,200 communities; about 10% of channels are to be reserved for "indefinite" period for noncommercial educational stations.

March 26: First multiplex facsimile network is operated as joint venture of Columbia U., Hogan Labs, Rural Radio Foundation, WOR-FM New York, WHVA (FM) Poughkeepsie, N. Y., WQAN (FM) Scranton, Pa., and WHCU-FM Ithaca, N. Y.; newspaper prepared by Columbia Graduate School of Journalism is sent by land-line to the WOR-FM transmitter and relayed in turn by the Poughkeepsie and Scranton stations to Ithaca, using equipment designed by Hogan Labs.

March 26: Skiatron Electronics & Television Inc. shows its Subscriber-Vision system of toll tv to FCC in test broadcast from WOR-TV New York.

April 9: Harold E. Fellows, general manager, WEEI Boston, is chosen as NARTB president.

April 16: CBS cuts radio rates 10-15% as of July 1; ABC says it will match this reduction.

April 16: CBS enters manufacturing field with purchase of Hytron Radio & Electronics Corp., tube manufacturer, and its set-making subsidiary, Air King Products Co.

April 16: ABC signs its president, Robert E. Kintner to seven-year contract at $75,000 a year, with option on three additional years at $100,000 a year, plus bonuses.

April 23: Network affiliates, at special meeting at NARTB convention, elect Paul W. Morency, WTIC Hartford, chairman of special committee charged with persuading CBS to rescind its proposed rate cuts and the other radio networks from cutting their rates.

April 23: U.S. Supreme Court refuses to review ruling of lower court that Communications Act does not prohibit stations from censoring political talks by persons who are not candidates.

An open letter to B·T

on its 25 years of service to the broadcasting industry and,

a challenge for the future

B•T is 25 years of age and about to begin the second cycle toward its first 100 years—the hardest years. Well, B•T, may we say congratulations and thank you for your service to a young and growing industry. And our best wishes for the future—a future in which you will render even greater leadership to a vital service to mankind, the field of broadcasting.

When a birthday rolls around, it seems a logical time to take stock—to review good and bad habits, to set higher goals for the years ahead. Here are a few points from a sincere well-wisher.

An industry is as great as its leading business paper and judging from what we read and hear, the business of broadcasting could stand improvement. A quarter of a century ago, Sol Taishoff and Martin Codel started a publication for broadcasters patterned after that fine paper Editor & Publisher. The publication Broadcasting was needed and welcomed. At times, in addition to a fine news service, its articles and editorials were far-reaching and far-seeing. The stations and networks prospered and so did Broadcasting. The reporting was and still is of the best. When news was scarce you even dared to make news to keep us on our toes and remind us of our responsibilities to the people.

Martin Codel left and started a new type of service and Sol Taishoff carried on—both continued to help this growing field and both men and their organizations prospered. When television became a reality after World War II you broadened your base and became B•T in name, too. You demonstrated standards of dissatisfaction with the field you serve and with your publication. That is always a healthy sign for a business paper publisher. Please continue to have high standards of dissatisfaction. It is good for the field and the publication.

You have followed close to the line you laid down when you started. You have done a good job but not good enough. A good publisher must always say to himself—"We must do a better job—we must help to lead, not just record what happens—we must meet the changing times just as we must tell our readers how to meet the changing times."

May this broadcaster (WTWA—Thomson, Georgia), with a business paper publishing background, make a few suggestions and possibly, lay down a few challenges to a fine publication on its 25th anniversary—in a paid advertisement?

1. Do more to point up weaknesses before those not engaged in this business do so and at the same time, make constructive suggestions on how we can better meet our responsibilities when we receive a license or operate a network or produce programs or present advertising messages.
2. Review the idea of whether you should publish two papers—one for radio, the other for television. These are two separate mediums of communication, in competition for audience and for advertising. Each one deserves a separate publication, to our way of thinking. There are some common problems but there are many points of difference and certainly, they are competitive. You can help each to grow stronger and render better service.
3. And, the publication, if separated or kept as one, should consider the idea of editorial departments serving program activities, selling of time, technical operations as well as promotion and publicity to secure more listeners and more advertisers. And while you are at it, consider how you can be of help to the producers of programs and the people who buy time and sell products and ideas.
4. The heart of this business is what goes out over the airwaves. Strengthen your reviews—review all network and as many local programs as possible. There is no perfect program and we need challenging reviews to point up the weak parts of all programs on the air. Let the chips fall where they may. We have standards of practice—point up how to make them stronger and point out where these standards are not met. We are judged by what comes out of the receiving set—give strong leadership at all times on the many weaknesses. That will be helpful—that will be leadership—that will strengthen all efforts to render better and sounder programs in the public interest, convenience and necessity.
5. Many of your readers are broadcast advertisers. Give them more help, and you will increase the number of your paid subscribers in this important segment of our business.
6. Point up the dangers—be even more fearless, no matter whether you irritate every broadcaster. He can take it—he wants and needs leadership from a strong, independent business paper. And when the industry is attacked, continues to defend it if it deserves to be defended, as you have on many, many occasions. But hammer home hard when the industry or any broadcaster is wrong and keep it up until the correction is made.
7. Don't worry about making and keeping friends—make us, as readers and broadcasters, think of our errors and responsibilities and make us do right. In that way, as long as you are fair and honest, you will make real friends. A large number of your readers are your advertisers. Forget that they buy space and always remember that they want and need unbiased help and advice. The stronger they get, the better they serve, the more they will realize the value of your publication and the more they will use your advertising pages to sell their ideas and programs and time.
8. Give the industry greater leadership in public relations. We are still weak in this field—we need to be better understood—we need guidance on how to tell our story as it should be told—truthfully, factually and regularly. The industry is full of people with a sense of public relations for others but is too busy in its day-to-day work to think through how to tell its own story. Recent congressional hearings certainly point up this weakness. We are more in need of leadership in this direction than in defense of our efforts to do right. And, help us to point up the need of freedom of information at all times.
9. Do you really sell space as hard and intelligently as you should? Do you do it in the modern way as you tell stations and networks to do it? Well, you don't. You should have twice as many advertising pages as you carry and that would make your magazine that much more interesting. And the same goes for selling subscriptions. Selling can always be improved.
10. You recommend that broadcast media make sound circulation and coverage figures available but, do you? You think it is good for broadcasters to give facts about circulation, listening and viewing and coverage—and we think you should be ready to do the same about your paid circulation. What's good for others could be good for you. Perhaps if you did join the Audit Bureau of Circulations and the Associated Business Publications you would soon find that your advertising pages would grow and grow and grow. (I've got to stop listening to commercials.)

You are constantly improving B•T. We hope you are taking a new look at your publication just as we try, with your help and guidance, to take a new look at the broadcasting business. Now, more than ever, radio and television broadcasting need a great business paper—two of them, one for radio and one for television—which will lead us all to greater heights. An industry is as great as its best business papers and our industry needs leadership to live up to the challenge before us. And so we challenge B•T to lead the way during the coming years.

Happy Birthday, B•T, to your fine people and may you have a healthier and more prosperous future. Thanks for letting me buy this page to say "Thank you" and to challenge you to meet the challenge ahead for you and for our industry.

Sincerely,

Edgar Kobak

EDGAR KOBAK
BUSINESS CONSULTANT
341 Park Avenue, New York 22, N. Y.

May 7: NBC announces 10-15% cut in radio rates, comparable to that of CBS; ABC and MBS plan similar reductions.

April 30: Thomas F. O'Neil, vice president and director of Don Lee and Yankee regional networks, is elected board chairman of Mutual, succeeding Theodore C. Streibert, president of WOR New York.

May 14: Tilting the antenna of a uhf transmitter can double its signal strength, RCA engineers report after Bridgeport experiments.

May 28: United Paramount Theatres and American Broadcasting Co. agree on $25 million merger; Leonard Goldenson, UPT president, would be president of new company, with ABC President Robert Kintner continuing as president of its broadcasting division and Edward J. Noble, ABC board chairman and chief owner, becoming chairman of the finance committee.

May 28: Justice Dept. starts probe into restrictions placed on broadcasts and telecasts of all professional and amateur sports, with special emphasis on baseball play-by-play policies.

June 4: Supreme Court affirms lower court ruling upholding FCC adoption of color standards; CBS plans to start colorcasting by end of June; RCA says it will continue public demonstrations of its "improved, compatible, all-electronic system."

June 4: G. A. (Dick) Richards dies at 62 after suffering for many years from a serious heart ailment; long-standing FCC proceedings for renewal of licenses of his three stations—KMPC Los Angeles, WJR Detroit, WGAR Cleveland—are still not ended.

June 4: U.S. Court of Appeals for District of Columbia orders WWDC-FM Washington and Capital Transit Co. to cease commercial announcements in street cars and buses as depriving "objecting passengers of liberty without due process of law"; appeal planned.

June 11: General Tire & Rubber Co. buys KFI-TV Los Angeles for $2.5 million.

June 18: Chris Witting, general manager of the DuMont Tv Network, becomes director of the network and the three DuMont tv stations—WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh—succeeding Mortimer W. Loewi.

June 25: ABC reorganizes into four divisions with a vice president in charge of each: Ernest Lee Jahncke for Radio Network Division, Alexander Stronach Jr. for Television Network Division, Slocum Chapin for Owned Television Stations and Television Spot Sales, James Connolly for Owned Radio Stations and Radio Spot Sales.

June 25: Louis-Savold heavyweight fight, telecast to nine theatres in six cities but not to homes, draws capacity crowds.

June 25: After years of hearings, FCC grants renewal of license to WBAL Baltimore, dismissing the application of Drew Pearson and Robert Allen for the facilities.

July 2: Mark Woods resigns as vice chairman of ABC.

July 2: Sixteen advertisers co-sponsor first commercial colorcast, hour-long program on five-station East Coast CBS-TV hookup.

July 16: CBS separates its operations into six divisions, each with its own president: CBS Radio Div., headed by Howard S. Meighan; CBS Television Div., headed by J. L. Van Volkenburg; CBS Laboratories Div., headed by Adrian Murphy; CBS-Columbia Inc. (set manufacturing), headed by David H. Cogan; Columbia Records Inc., headed by James B. Conkling; Hytron Radio & Electronics Corp., headed by Bruce A. Coffin.

July 16: Failing in its attempt to raid NBC, ABC introduces its own set of daytime serials.

July 23: U.S. Court of Appeals orders FCC to resolve the 10-year old 770 kc dispute of WJZ New York and KOB Albuquerque.

July 23: Failing to agree with ASCAP on proper terms of tv per program licenses after two years of negotiations, the All-Industry Tv Per Program Committee files a petition on behalf of over 50 tv stations asking U.S. District Court in New York to set reasonable fees, as provided in the 1941 ASCAP consent decree.

Aug. 20: Robert Saudek, ABC vice president, resigns to become director of Ford Foundation's Television-Radio Workshop.

GOOD LOOKIN'!

That's the MAJORITY Opinion
in Rochester, N. Y.
about

CHANNEL 10

... and we have a LOT of GOOD LOOKIN' RATINGS to back it up!

MORNINGS.. 63.4% AVERAGE WEEKLY SHARE OF AUDIENCE LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)

AFTERNOONS 54.6% AVERAGE WEEKLY SHARE OF AUDIENCE LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)

EVENINGS... 52.0% AVERAGE WEEKLY SHARE OF AUDIENCE LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)

TAKE A GOOD LOOK AT THESE RATINGS . . . AND A GOOD LOOK AT THE RICH ROCHESTER AREA. IT'S GOOD LUCK TO BUY WHERE IT'S GOOD LOOKIN'!

WRITE US TODAY FOR CHOICEST AVAILABILITIES IN ROCHESTER!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

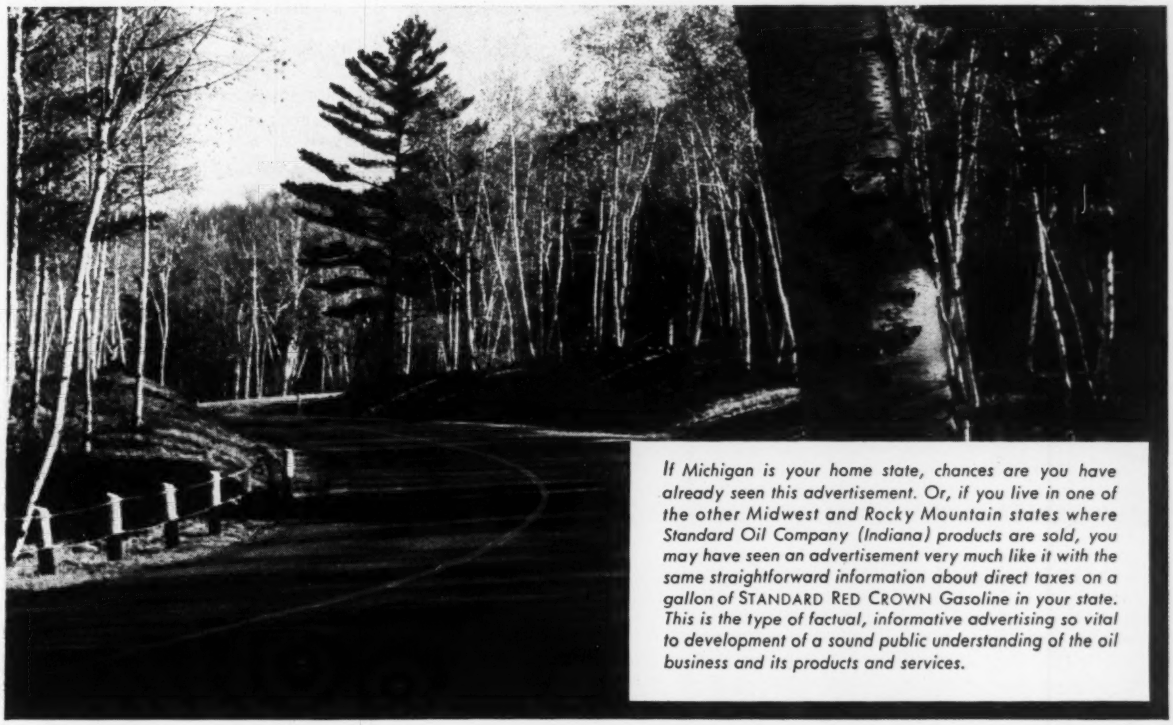
EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

Buy.. WCNX MIDDLETOWN, CONN.

500 W.
1150 KC

Pop. 75,000 Families 21,200
Total Buying income $132,304,000

Represented by Devney & Co.



If Michigan is your home state, chances are you have already seen this advertisement. Or, if you live in one of the other Midwest and Rocky Mountain states where Standard Oil Company (Indiana) products are sold, you may have seen an advertisement very much like it with the same straightforward information about direct taxes on a gallon of STANDARD RED CROWN *Gasoline in your state. This is the type of factual, informative advertising so vital to development of a sound public understanding of the oil business and its products and services.*

Who is building Michigan's new roads?

NOT *everybody* in Michigan. Neither is it *only* highway contractors and their crews. It is you millions of car, truck and bus owners who pay state gasoline taxes on every gallon you buy—*you* are building the roads of which your state is proud.

Getting your money's worth? We think so. Look at it this way. A gallon of STANDARD RED CROWN Gasoline in mid-Michigan areas, for example, typically costs you 24 1/10 cents—excluding direct taxes, of course. For that, we find oil, transport it hundreds of miles, refine it to the finest quality gasolines you can buy for your car, and deliver it to your independent Standard Dealer. And your dealer's mark-up, which must cover his costs and what he earns for serving you, is included in the same 24 1/10 cents. Pretty reasonable, isn't it?

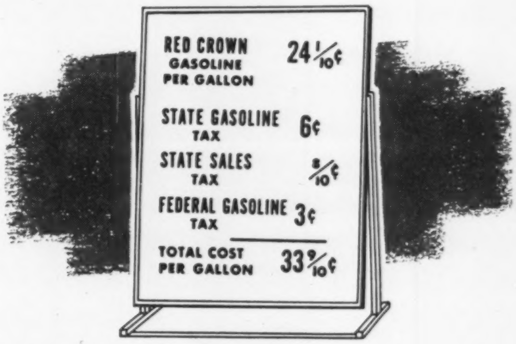
Then add your 6-cent state gasoline tax. Your state uses this tax, all of it, for maintaining and building better, safer highways.

Uncle Sam adds 3 cents more. That's the current federal tax on gasoline in all states. Under the new Federal Highway Bill, the federal government will be spending all this money on highways, too.

Finally your state sales tax amounts to more than 8/10 of a cent per gallon. This money helps support general governmental services, state and local.

These direct taxes you pay on gasoline total more than 9 8/10 cents a gallon

Remember, every time you pay the gasoline tax most of your money is buying better, safer roads in Michigan. And the next time you fill up at your Standard Dealer's you're getting one of the best bargains of any commodity you buy today—the highest quality, most powerful RED CROWN Gasoline we've ever made for only 24 1/10 cents per gallon, excluding taxes.



RED CROWN GASOLINE PER GALLON	24 1/10¢
STATE GASOLINE TAX	6¢
STATE SALES TAX	8/10¢
FEDERAL GASOLINE TAX	3¢
TOTAL COST PER GALLON	33 9/10¢

STANDARD OIL COMPANY (INDIANA) STANDARD

THE FIRST QUIZ CONTESTANT MISSES

ONE of the most powerful influences in early broadcast programming was the birth of the quiz in the mid-30s. When *Prof. Quiz* took the nationwide CBS network March 6, 1937, the question-answer motif caught fire. Within two years there were more than a hundred variations.

Prof. Quiz was conceived by John Heine, now of the Ford Motor Co. advertising department. At the time Mr. Heine was promotion manager of WJSV (later WTOP) Washington. The first sponsor was G. Washington Coffee, with the late Jim McWilliams as professor. G. Washington added a half-dozen or so CBS outlets and the program soon moved to a nationwide CBS hookup. Craig Earl (in photo above), a magician who bought the program from Mr. Heine many years later, succeeded Mr. McWilliams in the professional role.

The guessing game was first sponsored nationally by Nash-Kelvinator Corp. The first *Prof. Quiz* question was: "What is the difference between a lama with one 'L' and a llama with two 'L's'?"

The contestant didn't know the answer. But broadcasters and sponsors soon knew they had an answer to the problem of developing a new and attractive program. Quickly such programs as *Double or Nothing, Dr. I. Q.* and countless others had appeared, plus some assorted law suits.

Those who answered *Prof. Quiz* correctly in the early years received a handful of silver, all getting the same amount. The basic guessing-game idea hasn't changed much, except for details, but the money has—$64,000 and even $100,000 or more in the case of the popular tv quiz shows of today.

Aug. 20: Screen Actors Guild, opening contract negotiations with motion picture producers, asks for ban on tv use of pictures made after Aug. 1, 1948, until an agreement is reached on conditions of tv exhibition.

Sept. 10: President Truman's address at Japanese peace treaty conference in San Francisco is pooled telecast to open $40 million coast-to-coast tv network microwave facilities of AT&T.

Sept. 10: NCAA announces tv schedule of 19 games featuring 29 teams on nine Saturdays; each city to get seven games with two "blacked out"; Westinghouse Electric Corp. sponsoring on NBC-TV; colleges to get about $700,000 of $1.25 million paid for rights plus time.

Sept. 10: Gillette Safety Razor Co., holder of World Series tv rights for six years, signs four-year contract with NBC-TV as network to carry the games.

Sept. 17: Sen. William Benton (D-Conn.) proposes that a limited amount of radio and tv time be given free to responsible candidates for federal office as a means of reducing campaign costs.

Oct. 1: Brig. Gen. David Sarnoff, RCA board chairman, on completion of 45 years in radio, asks RCA scientists for three "gifts" for his 50th anniversary: an electronic amplifier for light for tv, a television picture recorder and an electronic air-conditioner for home use.

Oct. 8: Completely revamping its policies, NBC Radio eliminates "must buys" to let advertiser pick the stations he wants; changes in network rates of affiliates, some up, some down; addition of more stations, possibly as many as 200, to the network; "Minute Man" programs with top stars broadcast as network sustainers for local sale by affiliates on a "pay as you sell" plan; offer of certain network programs to advertisers on a one-time-or-more basis; revision of network option time to conform to changed sales requirements.

Oct. 8: Major league baseball teams drop "territorial" rules cramping radio-tv rights; Dept. of Justice starts court effort to break down professional football's bans on broadcasting.

Oct. 8: Merger of radio-tv properties of General Tire & Rubber Co. and R. H. Macy & Co. combines WOR-AM-FM-TV New York with Don Lee and Yankee Networks, giving new firm majority (58%) control of MBS.

Oct. 15: RCA publicly shows its improved color system in New York and Washington; viewers agree quality is excellent.

Oct. 22: Complying with request of Defense Mobilization Chief Charles E. Wilson, CBS agrees to stop color tv manufacturing and broadcasting for "duration of the emergency"; halts plans of James Lees & Sons Co., carpet firm, to be first regular network color sponsor.

Oct. 22: NARTB Tv board approves new strict tv code with seal which subscribing stations may show, review board to enforce advertising and program provisions and to check unfair competition within the industry; seal may be withdrawn for code violations.

Nov. 5: Judge Ira E. Robinson, one-time chairman of Federal Radio Commission, dies at 82.

Nov. 12: Federal District Court orders KSFO San Francisco to make time available for campaign broadcast for communist candidate as refusal would constitute censorship beyond authority of licensee.

Nov. 19: NBC Radio offers to guarantee to deliver 5.3 million messages a week at cost of $2.75 per thousand for three-program deal; rebate will be made to advertiser if Nielsen audit at end of 13 weeks shows total listener-impressions is below guarantee.

Nov. 19: Bing Crosby Enterprises announces development of system for recording sight-and-sound programs on magnetic tape; pictures shown at demonstration described as "hazy" but "viewable."

Nov. 26: Transradio Press Service shuts down its news service after 17 years.

Dec. 3: NBC affiliates reject its "guaranteed advertising attention plan"; ask network to delay its new rate formula until new research determines present radio values; approves establishment of an NBC merchandising department but turns down its "market basket plan" of merchandised advertising.

Dec. 3: Three-year old hearing on renewal of licenses of the Richards stations, WJR Detroit, WGAR Cleveland and KMPC Los Angeles, ends with FCC accepting assurances of Mrs. G. A. Richards that the stations would not broadcast biased or slanted news and granting the license renewals.

Dec. 3: National Television Systems Committee starts field tests of tentative standards for compatible tv.

Dec. 17: William H. Fineshriber Jr., MBS program vice president, is appointed executive vice president of the network.

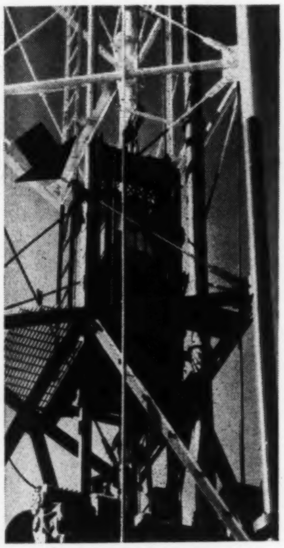
Dec. 17: Louis G. Caldwell, "dean of radio law," dies at 60.

Dec. 17: Upholding lower court, U.S. Supreme Court holds that *Lorain* (Ohio) *Journal* violated antitrust laws when it refused to sell advertising to local advertisers who bought time on WEOL Elyria, Ohio.

Dec. 31: Westinghouse Electric Corp. buys $3 million campaign package on CBS Radio and CBS Television, including conventions, 13-week get-out-the-vote campaign and election night coverage.

937 FOOT BLAW-KNOX TOWER MEETS STORM CHALLENGE

Designed to rigid specifications for WGBS-TV, Miami, this Blaw-Knox tower must withstand the hurricane-force winds that sometimes sweep its location just six feet above mean sea level. To meet these unusual operating conditions, Blaw-Knox engineers developed a custom-designed tower featuring dual guying and round structural members throughout . . . achieving a windload rating of 70 lb./sq. ft. for an overall height of 937 feet.



Tower and antenna inspection and maintenance are no problem. A special-design two-man Marshall service elevator installed within the tower permits easy access to any level. This completely enclosed, automatic elevator features ground-to-cab telephone communications and can be controlled from either the cab or lower landing.

This is but one of many examples of Blaw-Knox engineers working in close cooperation with broadcasters to overcome local operating problems. The experienced staff of Blaw-Knox engineers will work with *you* in designing a tower that will best meet the requirements of *your* installation. The performance records of more than 13,000 Blaw-Knox towers around the world are evidence of Blaw-Knox experience and skill.

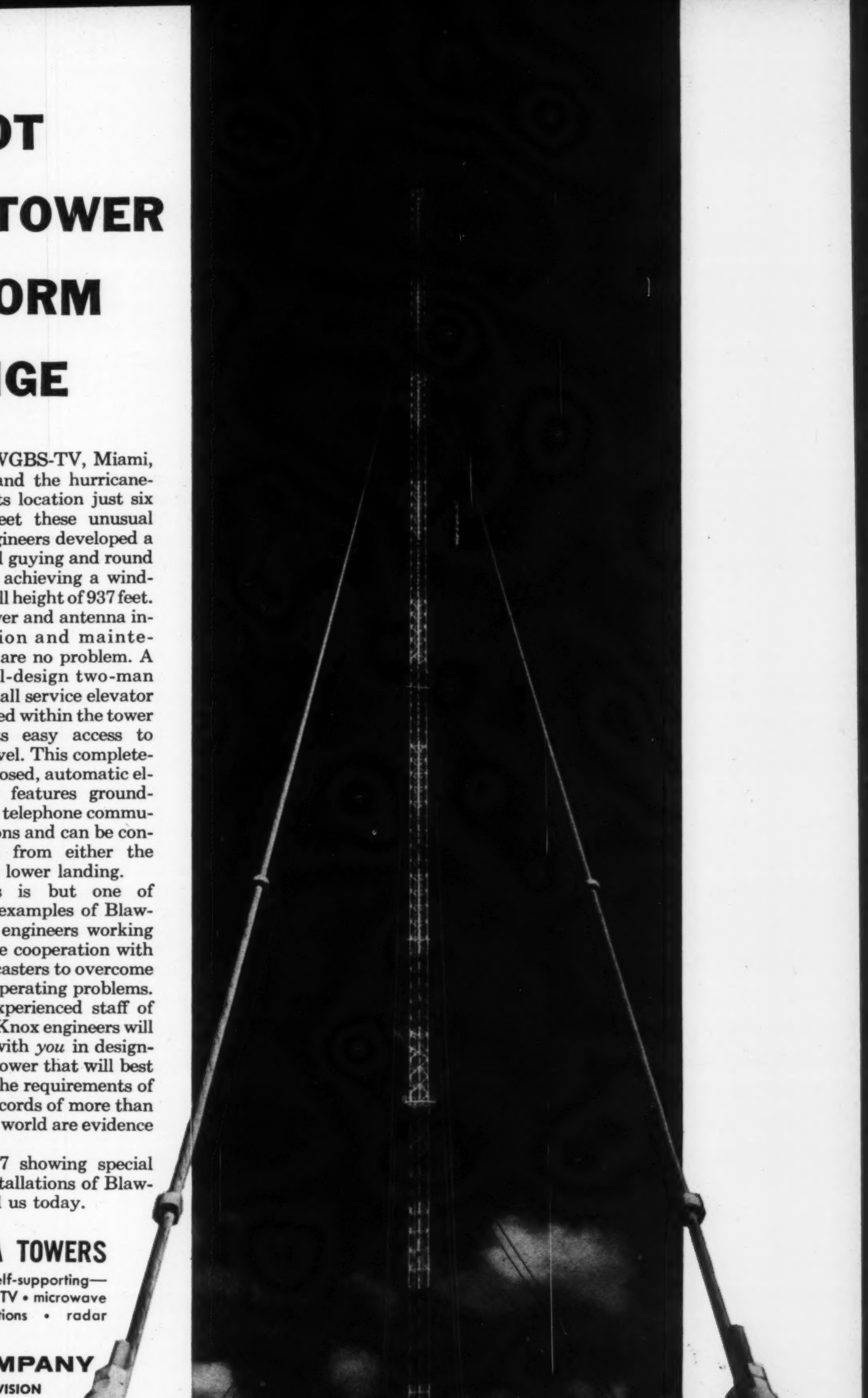
Send for illustrated Bulletin 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today.

50th Anniversary
BLAW-KNOX
1906-1956

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • microwave
• communications • radar

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA



Blaw-Knox Type TG-70 Tower for Storer Broadcasting Company—WGBS-TV, 186 kw, Channel 23, Miami, Florida. Overall height—937 feet. Windload rating—70 lb./sq. ft.

2

2 great cameramen are doing superb photography at Fred Niles Productions. Internationally famous Jack Whitehead (B.S.C.) is supervisor of photography... award-winner Howard Siemon is head cameraman. Both render a new dimension to your products with skillful lighting and ingenius camera angles. Write for a sample reel showing their work and the latest *pace-setting* TV commercials.

Write for information about specially-created TV spots, information about "Camtronic," the cost-cutting method of filming TV shows and industrials.

FAN

FRED A. NILES
Productions, Inc.
Films for theatre, TV & industry
22 W. HUBBARD ST., CHICAGO 10
In Hollywood: RKO-Pathe, Culver City

1952

Jan. 7: Philco Corp. buys NBC radio-tv coverage of political conventions and election night for $3.8 million.

Jan. 28: Admiral Corp. buys convention- and election coverage on ABC radio and tv networks for reported $2 million; DuMont announces its coverage, in cooperation with *Life* magazine, will be available for local sale by affiliates on co-op basis; (offer later withdrawn and Westinghouse buys DuMont as well as CBS coverage).

Feb. 25: Wayne Coy resigns as FCC chairman to become consultant to Time Inc.

Feb. 25: Liberty Broadcasting System sues 13 of the 16 major league ball teams for $12 mililon, triple the damage allegedly suffered through loss of *Game of the Day* broadcasts; MBS announces that nine teams have contracted for participation in its *Game of the Day* broadcasts.

March 3: Speaker Sam Rayburn (D-Tex.) bars radio-tv coverage of House committees.

March 3: President appoints Comr. Paul A. Walker FCC chairman; nominates Robert T. Bartley for Commission; Senate approves.

March 10: CBS acquires 45% interest in KQV Pittsburgh; arranges merger of WCCO and WTCN-TV Minneapolis-St. Paul, with CBS holding 47%, subject to FCC approval.

March 10: CBS demonstrates all-electronic color tv receiver operating with CBS color system.

March 17: Adrian Murphy, president, CBS Labs, becomes president, CBS Radio Div., succeeding Howard S. Meighan, who joins the general executive group of CBS Inc.

March 17: Naylor Rogers, executive vice president of Keystone Broadcasting System, who entered radio in 1925 as general manager of KNX Los Angeles, dies at 66.

April 7: Wallace A. White Jr., former Republican senator from Maine, co-author of the Radio Act of 1927 and active in communications during his 32 years in House and Senate, dies at 74.

April 14: FCC issues "Sixth Report and Order," lifting freeze on tv as of July 1; provides for 2,053 stations in 1,291 cities, 617 vhf and 1,436 uhf, including 242 noncommercial educational stations (80 of them vhf); three zones are established, with different milage separation and antenna height regulations; Comr. Robert F. Jones dissents vehemently on whole report; Comr. Frieda Hennock objects to "inadequate" educational reservations.

April 28: MBS Board Chairman Thomas F. O'Neil assumes presidency as well, following resignation of Frank White.

May 19: Liberty Broadcasting System, unable to break broadcasting restrictions of major baseball leagues, suspends operations.

June 2: Overruling Court of Appeals finding that transit broadcasts deprived riders of their liberty without due process of law, U.S. Supreme Court holds that D. C. Public Utilities Commission was within its rights in permitting radio programming for street cars and buses in the nation's capital.

June 2: Walter Evans, president, Westinghouse Radio Stations, dies at 53.

June 2: FCC approves sale of KOB-AM-Tv Albuquerque to Time Inc. and Wayne Coy for $600,000.

June 16: U.S. Supreme Court, remanding to FCC its grant of a new station to Texas Star Broadcasting Co., states that in considering an application for a new station the Commission must weigh the gain of the new proposed service against the loss to be suffered by an existing licensee.

June 23: NBC reorganizes with Vice President Sylvester L. Weaver put in charge of both radio and tv networks; Frank White joins NBC as vice president and general manager for radio and tv; Vice President Robert W. Sarnoff heads newly created film division; NBC launches promotion drive for combined use of radio and tv as most effective advertising buy.

July 7: CBS Radio affiliates, at crisis conference, adopt resolution asking network to rescind 10% cut of year before and boost daytime radio rates by 20%.

July 7: Radio Writers Guild calls strike against ABC, NBC, CBS over issue of extra pay for writers on commercial programs.

July 14: Joseph H. Ream resigns as executive vice president and a director of CBS Inc., retiring to Florida for "purely personal reasons."

July 28: President Truman signs McFarland Bill, first major overhaul of Communications Act of 1934, permitting FCC to issue cease and desist orders in addition to revoking licenses; prohibiting broadcasters from charging more for political advertising than for normal business ads; requires FCC to act on a case within three months of filing or six months after a hearing is concluded, or to explain reason to Congress; forbids staff personnel to recommend actions to Commissioners; puts on FCC burden of proof that licensee is not qualified for renewal; permits protests against grants to be made up to 30 days after grant but requires FCC to answer protests or petitions for rehearing within 15 days; forbids Commissioners who resign to practice before FCC for one year after resignation; deletes permission to FCC to revoke licenses of those found guilty in federal court of antitrust violations.

July 28: Dept. of Justice files suit against 12 motion picture producing and exhibiting firms charging conspiracy to restrain interstate commerce in 16 mm films in violation of Sherman Act in move to free films for use in television.

The Continental Divide Station
KXLF-TV 4
COPPER STRIKE BOOM TOWN
Butte and Montana

"Ad Age is 'must reading' for admen at Checkerboard Square"

says: **G. M. PHILPOTT**
Vice President of Advertising and Sales Promotion
Ralston Purina Company

G. M. PHILPOTT

Mr. Philpott joined Ralston Purina as a copywriter in 1919. In 1931 he became advertising manager, and in 1941, was promoted to vice president in charge of sales promotion. This year he was made a director of his company.

During 38 years with the company, he has helped it become the largest of its kind in the world, with total sales for 1955 running nearly $400,000,000. Ralston Purina had an advertising budget of $8,000,000 for '55, placing $2,425,000 worth of national advertising in the four major media. Aggressive advertising has been an important force in Ralston Purina's growth and has made the checkerboard one of the world's best-known trademarks.

"Advertising Age is 'must reading' for everybody at Checkerboard Square who has a responsibility for advertising and sales promotion. We know this is one way for busy people to keep abreast of what's new and what's important in the field of distribution."

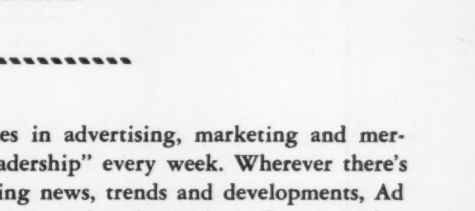
Wherever you find executives with important responsibilities in advertising, marketing and merchandising, there you'll also find Ad Age getting "must readership" every week. Wherever there's a vital need for decision-shaping information about marketing news, trends and developments, Ad Age is filling the bill every week—not only for those who *activate,* but those who *influence* market and media decisions *which are important to you.*

Ralston Purina, for example, ranks high among the top 200 broadcast advertisers. Its tv spot expenditure for the first six months of 1956 amounted to $314,900*, while its tab for tv network ran over $1,161,000**. Radio is used extensively for advertising Purina Chows and other products.

Every week, four paid subscription copies of Ad Age get read, routed and discussed among advertising, sales and other executives at Ralston Purina. Further, 47 paid subscription copies of AA reach executives at the agencies handling R-P advertising, Gardner Advertising Agency and Guild, Bascom and Bonfigli.

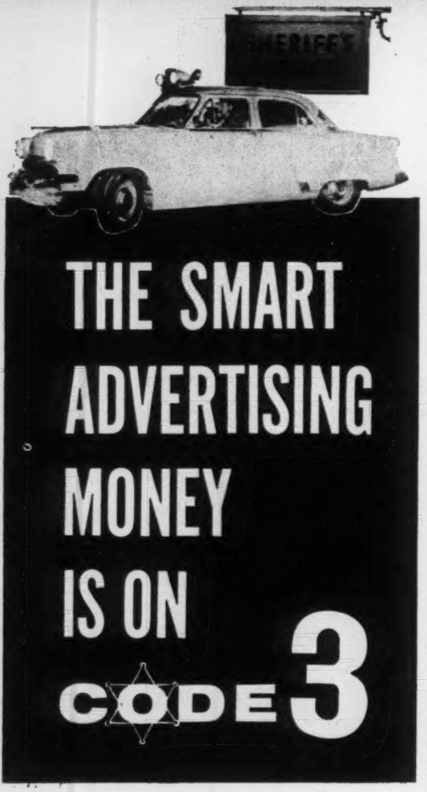
Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation of over 9,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 — and you'll **recognize in Advertising Age a most influential medium** for swinging broadcast decisions your way in 1956.

* N. C Rorabaugh Co. for Television Bureau of Advertising
** Publishers' Information Bureau


Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
The Broadcasting Industry
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
1 Year (52 issues) $3



SHERIFF'S
THE SMART ADVERTISING MONEY IS ON
CODE 3

Brewers: Liebmann, Miller, Stroh

Coffee Roasters: Fleming, Dining Car

Bakers: National Biscuit,
Mrs. Smith's Pies

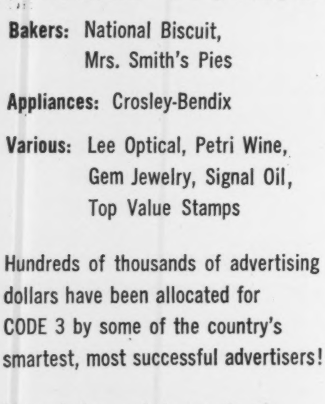
Appliances: Crosley-Bendix

Various: Lee Optical, Petri Wine,
Gem Jewelry, Signal Oil,
Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street, New York City
OXford 7-5880



ARE STATIONS PUBLIC UTILITIES?

DEFINITIVE determination that broadcast stations are not public utility common carriers and that their advertising rates are not subject to governmental regulation was handed down on Oct. 26, 1932, by the Interstate Commerce Commission, which then held the regulatory powers over telephone and telegraph rates that were transferred to the Federal Communications Commission by the Communications Act of 1934.

The ICC ruling, adopted by an 11-2 vote, was brought about by Sta-Shine Products Co., polish manufacturer, which complained that NBC's rates were unreasonable and discriminatory and asked the ICC to prescribe reasonable rates for the network. The majority opinion pointed out that a common carrier transmission is defined as one from a definite sender to a definite receiver, quite a different phenomenon from "putting on the air or ether this instruction, entertainment or advertisement, to that part of the public who may, by their receiving sets and antennae, go out to get this matter." Broadcast rates, the ICC opinion concluded, "are not subject to our jurisdiction."

The ruling still stands, but not because it has not been questioned from time to time by those who feel that the public interest would best be served by public utility type regulation of stations and, especially, networks.

As recently as June 1956, Sen. John W. Bricker (R-Ohio), in arguing that networks, like stations, should be licensed by the FCC, stated that the time "may come" when the networks should be subjected to "full public utility regulation." This, he conceded, probably would include rate-fixing on advertising and regulation of the network rates of affiliated stations.

Aug. 18: CBS Radio affiliates approve discounts tantamount to a 25% reduction in nighttime rates and accept a 15% cut in network compensation, but win a restoration of the 1951 10% cut for daytime serials and an increase of 5.5% in their pay for carrying these shows; network also gives assurance that its card rates won't be cut for at least a year and that "deals" are out for good.

Sept. 1: Empire Coil Co. buys RCA's experimental uhf transmitter for commercial operation in Portland, Ore.

Sept. 8: NBC cuts rates through new discounts, an average of 25% at night, with affiliates taking a straight 14% cut in compensation; raises daytime rate 11.1% to restore 10% cut of 1951, but revises discounts so increase to advertisers will be only 4% in morning and none in afternoon.

Sept. 15: Standard Radio Transcription Services announces plan to discontinue monthly library releases and offer library, in whole or part, to stations on outright sale basis.

Sept. 22: Robert F. Jones resigns from FCC to return to private law practice.

Sept. 22: By rushing equipment across country from Bridgeport, Conn., to Portland, Ore., KPTV (TV) Portland goes on air as first commercial uhf tv station.

Sept. 22: ABC Radio revises discounts to lower evening rates an average of 25%, raises morning rates by 5%.

Sept. 22: American Federation of Radio Artists and Television Authority merge into American Federation of Television & Radio Artists (AFTRA).

Sept. 29: Max Ule of Kenyon & Eckhardt is named head of committee to set up ideal standards for broadcast rating measurements, subcommittee of Advertising Research Foundation's committee on radio and tv ratings methods whose chairman is Dr. E. L. Deckinger of Biow Co.

Oct. 6: Merlin H. (Deac) Aylesworth, first president of NBC, dies at 66.

Oct. 13: Eugene H. Merrill becomes FCC commissioner as recess appointee.

Oct. 13: Theodore C. Streibert resigns as president of WOR-AM-TV New York and as vice president of General Teleradio.

Oct. 20: MBS reduces nighttime time costs 30% in tv areas, 10% in areas not yet served by tv.

Oct. 20: NARTB and AAAA adopt standard contract form for spot tv time purchases, make it available to agencies and stations.

Oct. 27: Harold A. Lafount, radio consultant to Bulova Watch Co., member of the former Federal Radio Commission, dies at 72.

Nov. 17: CBS opens its Television City in Hollywood.

Dec. 1: Don Lee Broadcasting System announces single rate, 7 a.m. to 1 p.m.

Dec. 15: Niles Trammell resigns as NBC board chairman to become president of Biscayne Television Corp., applicant for ch. 7 Miami; Brig. Gen. David Sarnoff assumes post in addition to remaining RCA board chairman.

1953

Jan. 5: BBDO had broadcast billings of $40 million in 1952, making it top agency customer of radio-tv for that year, B•T survey discloses.

Jan. 5: Frank White becomes NBC president, succeeding Joseph H. McConnell; Sylvester L. Weaver is elected to new post, vice

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405

All Inquiries Confidential

Allen Ely

Or how much highway in a gallon of gasoline?

"Ask a person what he pays for a gallon of gasoline and even if he remembers correctly, his answer is usually wrong.

"Because nine times out of ten the price he quotes includes the tax.

"Gasoline, you see, is one of the few things we buy where the tax is lumped-in with the total cost of the product.

ROYAL TRITON

"Don't misunderstand me. The tax helps build the highways this country needs, and certainly we are in favor of it.

"But since by law we have to collect it—and many motorists figure it's part of our profit—it doesn't make the dealer's or our selling job any easier. Especially since the federal tax on gasoline went up another cent last July.

"That means direct state and federal taxes now average 8.8¢ per gallon. In some states it is even as high as 10¢.

"ASK A PERSON WHAT HE PAYS FOR A GALLON OF GASOLINE..."

"We get only a few cents more than that at the refinery for a gallon of gasoline. But the tax is still cheap if it buys the best highway system in the world.

"Next time you get your bill for filling up, though, just remember that at least 8.8¢ per gallon is the cost of *roads*, not gasoline."

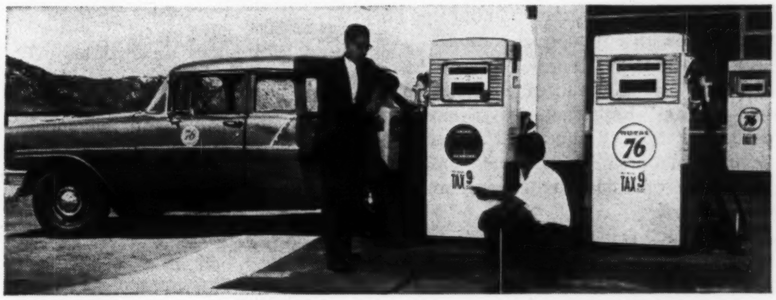
Allen Ely—with Union Oil since 1927—is responsible for paying our fuel and gas taxes to the government.

Last year, for example, we collected from our customers and turned over to state and federal agencies some $63,000,000 as fuel taxes.

In spite of this, you never got so much for your money as you do today when you drive in and say "Fill her up!"

For while the cost of everything else has tripled and quadrupled in the past 20 years, we're getting only a few cents more for gasoline.

And *two* gallons of our new Royal 76 premium do the work of *three* of our old product.



YOUR COMMENTS ARE INVITED: *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

"SHEENA" LEADS ALL SYNDICATED SHOWS IN ROANOKE

out in front in many other markets, too.

Los Angeles — #1 show in its time period for months, audience share over 30% in this seven station market

Tulsa — 60.7% share of audience in competition with two popular westerns

Memphis — First in time period, 45.9% share; 11.9 rating

Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE.

Source: ARB

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street New York City
OXford 7-5880

ABC FILM SYNDICATION

chairman of NBC board; John K. Herbert becomes vice president in charge of the radio and tv networks; Mr. McConnell is to be president of Colgate-Palmolive-Peet Co.

Jan. 5: Bing Crosby Enterprises demonstrates its magnetic tape tv recordings, judged "more than 20 fold" improved over demonstration a year ago.

Jan. 12: International News Photos uses facsimile to deliver spot news photos to *Today* on NBC-TV, using equipment developed by Hogan Labs.

Feb. 2: FCC revises rules for operating personnel; opens way for remote operation of transmitters.

Feb. 9: Both Senate Commerce Committee and FCC investigate tv shakedown racket; applicants whose sole interest is in collecting fancy fees for clearing way for serious applicants.

Feb. 9: NARTB tv board authorizes intensive exploration of standard circulation measurement plan for television presented by Dr. Franklin R. Cawl, market research consultant.

Feb. 9: Federal Court in New York, in two-to-one decision, says FCC's giveaway rules misconstrue the lottery law and represent "censorship" of sort forbidden by First Amendment to the Constitution.

Feb. 9: William H. Fineshriber, executive vice president of MBS, moves to NBC as vice president and general manager of the radio and tv networks.

Feb. 16: Merger of American Broadcasting Co. and United Paramount Theatres is approved by FCC in five-to-two decision, Comr. Hennock vigorously dissenting, Comr. Webster wants further study of UPT's qualifications; Commission also approves sale of WBKB (TV) Chicago to CBS, with move to ch. 2, dismissing Zenith Radio Corp. application for that channel; FCC rules that Paramount Pictures Corp. controls Allen B. DuMont Labs.

Feb. 23: Westinghouse Radio Stations Inc. buys WPTZ (TV) Philadelphia from Philco Corp. for record price of $8.5 million.

Feb. 23: Philip Morris & Co. and CBS sign Lucille Ball and Desi Arnez to $8 million, 2½-year non-cancellable contract.

March 2: Special commission on educational tv in New York State finds "no justification" for proposed 10-station educational tv network; state's educators are not using all time available on commercial stations.

March 2: Station Representatives Assn. (formerly National Assn. of Radio & Television Station Representatives) launches Crusade for Spot Radio; asks stations to underwrite national promotional campaign with fees of one-half one-time one-minute rate per month.

March 2: ABC stations in New York drop WJZ call for WABC-AM-FM-TV.

March 9: NARTB votes to give first Keynoter Award to Brig Gen. David Sarnoff, RCA-NBC board chairman; award, created to honor outstanding service to broadcasting industry, will be presented at NARTB convention.

March 23: Both Senate and House Commerce Committees prepare to investigate color tv situation and whether failure of manufacturers to turn out color sets (under CBS standards) is a result of a conspiracy.

March 23: Whitehall Pharmacal Co. (Anacin) offers stations non-cancellable April-September contracts for spot campaigns; asks extra 10% discount for summer guarantee.

March 30: Empire Coil Co. and Wrathall-Carman-Smith join NBC, CBS and AB-PT as owners of five tv stations, maximum rules permit, as FCC approves construction permits; Storer Broadcasting Co. will be in group if its tentative purchase agreement of WBRC-AM-TV Birmingham goes through.

April 20: Rosel H. Hyde is given one-year appointment as FCC chairman, first Republican chairman since FCC was created in 1934.

May 4: Ending years-old argument, ASCAP accepts broadcasters' position on network co-op programs; agrees on payment at local instead of national rate.

May 4: Listener protests of bait-switch advertising on air draw attention of both FCC and FTC.

May 11: Expansion of Vitapix Corp. into a nationwide, tv station-owned film distributing syndicate is announced by John E. Fetzer, WKZO-TV Kalamazoo, board chairman; Frank E. Mullen, former NBC executive vice president, is elected president of Vitapix; 40 stations is goal.

June 1: Brig. Gen. David Sarnoff outlines RCA-NBC history and future plans in two-hour address to NBC-TV affiliates, who reaffirm "complete allegiance" to NBC; incipient revolt seems quelled with no rush to follow WTAR-AM-TV Norfolk to CBS.

June 8: WWDC-FM Washington and Capital Transit Co. discontinue four-year-old service.

June 8: World-wide radio covers Queen Elizabeth's coronation; race of NBC and CBS planes with tv films ends in victory for ABC-TV, which took feed from Canadian Broadcasting Corp. and shared it with NBC-TV.

June 22: Two-hour Ford 50th Anniversary program, telecast on both CBS-TV and NBC-TV, makes tv history, with Mary Martin-Ethel Merman songfest its high peak.

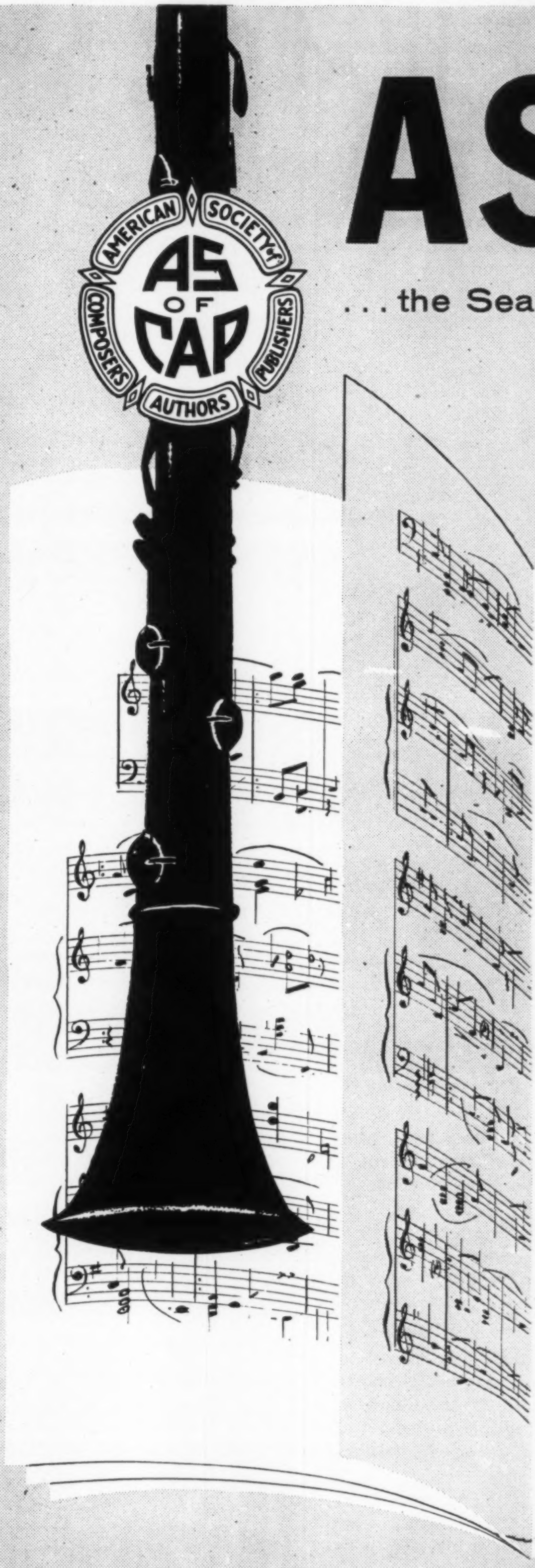
June 22: FCC awards ch. 7 Pine Bluff, Ark., to Central-South Sales Co., dismisses application of Arkansas Tv Co. on grounds it was a delaying action.

June 22: Lewis Allen Weiss, former MBS board chairman and top Don Lee executive, dies at 60.

June 22: James C. Petrillo, AFM president, tells tv networks he will not tolerate AFTRA infringements on his union's domain; AFTRA insists that musicians who sing and act as m.c.'s must be its members.

June 29: RCA-NBC asks FCC to approve compatible color standards for the RCA dot-sequential color tv system on a commercial basis.

Listen!
Look!
Talk!
Argue!
Think!
then **VOTE**



ASCAP

... the Seal of Public Approval

The Seal of the American Society of Composers, Authors and Publishers on music is a *mark of distinction.* It may only be used by members of ASCAP. It is the hallmark of the skilled professional whose talents create the top tunes of television, radio and records, the song hits of Broadway and Hollywood and the finest in the fields of classical and religious music. It is the seal of public approval.

By means of a single ASCAP license the entire repertory of America's foremost creative talent is made available to the users of music.

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N.Y.

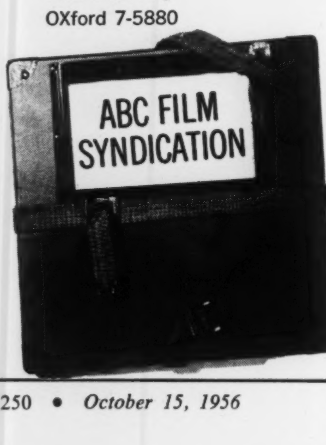
RHEINGOLD
(LIEBMANN BREWERIES)
NOW IN
4TH YEAR OF
SPONSORING
"DOUGLAS
FAIRBANKS
JR. PRESENTS"

What better testimonial to a TV film series than this long-time sponsor loyalty from a successful advertiser?

Other top-notch "Fairbanks" sponsors: Stroh Brewery, Top Value Stamps, Oscar Mayer, Sealtest, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availabilities on request.

117 half-hours available — many for first run!

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
OXford 7-5880



June 29: FCC denies motion picture theatres the allocation of special channels; rules that theatre tv transmission should be a common carrier operation.

July 6: MBS executives meet with affiliates committee to plan revision of operations to improve programming, increase sales.

July 13: Box Office Television Inc. signs five-year contract for home football games of Notre Dame for closed circuit theatre television.

July 13: B•T survey shows non-network film programs occupying a quarter of the time of tv network interconnected affiliates, half the time of non-connected affiliates and three-fifths the time of non-affiliated stations.

July 20: NBC separates sales, programming and promotion of its radio and tv networks; Vice President William H. Fineshriber Jr. heads radio network; Vice President John K. Herbert heads tv network; both report to President Frank White.

July 20: FCC revamps its tv processing procedure to give first priority to biggest market with least tv service.

July 20: Mutual presents to affiliates plan to cut option time from nine to five hours a day, to stop paying them for network commercial programs in option time in money but to give them 14 hours a week of "highest calibre" programs for local or national spot sale; majority of MBS affiliates must approve deal by Aug. 1 for it to become effective in October.

July 27: FCC proposes extension of tv licenses from one to three years.

July 27: National Television System Committee files petition with FCC to establish its compatible color tv standards to supersede the CBS field sequential color system approved by the FCC in 1950; CBS-TV announces plan to start colorcasting with the NTSC system in September.

July 27: Bill to make subscription television and theatre tv common carriers, removing them from broadcasting category, is introduced by Rep. Carl Hinshaw (R-Calif.).

Aug. 3: President names Theodore C. Streibert, former WOR New York president, to head the new U.S. Information Agency.

Aug. 3: Sen. John W. Bricker (R-Ohio) becomes chairman of Senate Interstate & Foreign Commerce Committee, succeeding Sen. Charles W. Tobey (R-N. H.) who dies at 73.

Aug. 3: Frank White resigns NBC presidency because of ill health; Gen. Sarnoff will serve as president until new one is chosen.

Aug. 10: Four uhf station permittees ask FCC to authorize subscription tv as their only means of meeting strong vhf competition.

Aug. 10: Court of Appeals upholds FCC's table of tv allocations, ruling that the Commission has the authority to establish a nationwide tv allocations plan.

Aug. 31: MBS gets FCC approval for its new affiliation plan; prepares to put it into effect Oct. 1.

Aug. 31: B•T publishes Kenyon & Eckhardt survey of merchandising services offered, free or for a fee, by nation's tv stations and networks in TELECASTING YEARBOOK; first such study ever made.

FIRST BROADCAST from the floor of Congress and first coast-to-coast presidential address occurred Feb. 22, 1927, when President Calvin Coolidge's Washington Birthday address to a joint session of Congress was broadcast over a hookup of 50 radio stations.

Sept. 7: Television Programs of America, tv film production and distribution firm, is formed by veteran Hollywood producer Edward Small, as board chairman; Milton Gordon, financial expert, as president; Michael M. Sillerman, resigned as Ziv tv sales executive, as executive vice president.

Sept. 14: W. B. McGill, advertising manager, Westinghouse Radio Stations, dies at 54.

Sept. 21: Gen. Sarnoff presents NBC's plans to rehabilitate radio and to keep NBC Radio the No. 1 network; affiliates hail address as major milestone, give NBC a unanimous vote of confidence.

Sept. 21: Broadcasters Committee for Subscription Tv is formed by group of 20 station operators and grantees.

Sept. 21: Sylvania Electric Products Inc. asks FCC for permission to establish satellite tv stations in communities too small to support regular tv service.

Sept. 21: Broadcasters protest action of International Boxing Club in restricting blow-by-blow coverage of Marciano-LaStarza fight to newspapers and wire services, prohibiting radio-tv recreations or simulations, exclusive video rights having been sold to Theatre Network Television.

The Continental
Divide Station
KXLF-TV 4
COPPER STRIKE
BOOM TOWN
Butte and Montana

to sell more RADIO TIME

55
65
70
80
10
12
14
16

...it pays to advertise to advertisers

Tell your market and media story to top men in marketing management. Schedule your advertising-to-advertisers continuously and consistently in the magazine which reaches over 30,000 advertising, selling and marketing executives—PRINTERS' INK.

Because it is edited for advertisers, Printers' Ink has a larger circulation among advertising and marketing executives, the Men of Decision—at the advertiser level—than any other publication in its field.

And, because Printers' Ink does such a sustained idea-job for its readers, it does a great impact job for its advertisers.

Use Printers' Ink to reach the men your men can't always reach—the men who have the final say on Budget Day.

Printers' Ink
THE MAGAZINE OF ADVERTISING · SELLING · MARKETING

Phone or wire
nearest Printers' Ink Advertising Office

Gove Compton, Advertising Director

NEW YORK: 205 East 42nd St., MU 3-6500
Richard L. Carrie, N.Y. Sales Mgr.

CHICAGO: 360 N. Michigan Ave., AN 3-1750
A. Mitchell Napier, Mid-West Sales Mgr.

BOSTON: Statler Office Building, Liberty 2-9677
E. P. Meade

PHILADELPHIA: 804 Redman Ave., Haddonfield, N.J.
H. V. Brown, Eastern Sales Mgr., HA 9-0534

ATLANTA: 1722 Rhodes-Haverty Building, WAlnut 8113
H. F. Cogill

SAN FRANCISCO: 111 Sutter St., YUkon 6341
Blanchard-Nichols, Inc., G. S. Nichols, Pres.

LOS ANGELES: 633 Westmoreland Ave., DUnkirk 8-6134
Blanchard-Nichols, Inc., Stanley Perkins, Mgr.

NOW—
DO AS LEADING
TV STATIONS DO

CLEAN YOUR FILMS
WITH
THE NEW IMPROVED
ECCO #1500
ANTI-STATIC FILM CLEANER
Non-Flammable
NO CARBON TET
or TRICHLORETHYLENE

Used by NBC, CBS and many others. Better cleaning means clearer, brighter projection. Eliminates dust attraction which causes poor screenings.

Here's Why ECCO #1500 is Better:

- ✓ Cleaning properties better than carbon-tet
- ✓ Leaves film permanently free of static
- ✓ Dries faster than carbon-tet
- ✓ Keeps film pliable, eliminates waxing
- ✓ Mild, non-irritating odor
- ✓ LOW COST—less than 2¢ cleans 400 feet of film
- ✓ Equally effective for negatives or prints
- ✓ Invisible anti-static coating

In ECCO 1500 you have all the cleansing qualities of carbon-tetrachloride without the dangers. Add years of life to your film.

CLEAN and INSPECT FILM
in one easy operation with the

ECCO SPEEDROL APPLICATOR

Save time, fluid, labor, money
Bakelite Construction—lasts a lifetime

Without obligation, write today for illustrated brochure. Ask your dealer, or order direct.

ELECTRO-CHEMICAL
PRODUCTS CORP.
60 Franklin Street • East Orange, N. J.

Sept. 28: William Weintraub Co. queries stations on proposal that they carry *Revlon Theatre* film series, with Revlon commercials, free every other week in exchange for right to sell program locally on alternate weeks.

Sept. 28: NBC Spot Sales introduces "Electronic Spot Buying," with timebuyers enabled to monitor tv and radio programs on stations represented by NBC via closed circuit.

Sept. 28: New York State Supreme Court denies International Boxing Club an injunction to stop WOV New York from broadcasting a summary of action at end of each round of Marciano-LaStarza fight, but forbids broadcasting of present tense re-creations.

Sept. 28: With end of Daylight Saving Time, CBS-TV, NBC-TV inaugurate "hot kinescope" systems to put programs on air on West Coast at same clock hour as in East.

Sept. 28: Station Representatives Assn. attacks NBC's "NB3" plan of letting advertisers buy participations in daytime serials at reduced rates as unwarranted network invasion of spot business.

Oct. 5: Jack Gross and Phil Krasne become full owners of United Television Programs; buy one-third held by Sam Costello and Ben Frye of Studio Films and one-third held by Milt Blink of Standard Radio Transcription Services and Jerry King.

Oct. 5: John L. Sinn, president, Ziv Television Programs, announces sale of Spanish-language versions of five program series to advertisers for use in Mexico as first step in multi-lingual global tv program distribution plan.

Oct. 5: Emerson Radio & Phonograph Co. exhibits what it calls first compatible color tv receiver; puts probable price at $700.

Oct. 5: United Press announces facsimile newspicture service for tv stations.

Oct. 12: Robert E. Lee joins FCC as recess appointee.

Oct. 19: Uhf stations form own trade association: Ultra High Frequency Assn.

Oct. 19: FCC rules that examiner has the right to enlarge issues of hearing to determine if the applicant has the financial resources to carry out his program proposals.

Oct. 19: Fm multiplexing system permitting simultaneous transmission of two programs on a single 200 kc fm band is demonstrated by Dr. Edwin H. Armstrong, inventor of fm.

Oct. 26: FCC starts another investigation of Edward Lamb (WTOD Toledo, WIKK and WICU [TV] Erie, WMAC-TV Massillon, Ohio, WHOO Orlando and purchaser of cp for WTVQ [TV] Pittsburgh, subject to FCC approval); authorship of *The Planned Economy of Soviet Russia* in early 1930's and alleged association with organizations subsequently listed as subversive by Attorney General stimulated earlier investigations of his fitness to be licensee.

Oct. 26: Chris Witting resigns as managing director of DuMont Tv Network to become president of Westinghouse Radio Stations on Jan. 1, 1954.

Oct. 26: NBC announces "Run-of-Schedule Advertising-Holidays" plan to attract special holiday ads usually going to magazines.

Nov. 2: Extending divorcement of radio and tv, ABC names Oliver Treyz director of its radio network, Slocum Chapin director of its tv network.

Nov. 2: Ted Bergmann is appointed director of broadcasting for Allen B. DuMont Labs, succeeding Chris Witting.

Nov. 9: MBS executives meet with affiliates advisory committee; agree to drop plan of paying for time in programs rather than dollars at end of year.

Nov. 9: Bureau of Budget orders FCC and other licensing agencies to draw up schedules of fees which broadcasters and others should pay for privilege of holding government licenses.

Nov. 9: WSM-TV Nashville asks FCC to authorize commercial establishment of booster or satellite tv stations.

Nov. 9: FCC finalizes extension of tv license renewal period from one to three years over renewed protest of Comr. Hennock.

Nov. 16: Dissolution of NARTB, divorcement of BMI from its broadcaster ownership and $150 million in damages is asked by 33 writer members of ASCAP, banded together as Songwriters of America, in suit filed in federal court in New York.

Nov. 16: Federal Court Judge Allan K. Grim rules a professional football team may ban telecasts of other teams playing in its area when it is playing at home, but not when it is away; ban on radio broadcasts is held completely illegal.

Nov. 16: WPIX (TV) New York offers its programs for rebroadcast by uhf stations on edge of its coverage area.

Nov 23: "Sound on Fax," audio transmission of tape recordings of news events together with pictures over International News Service facsimile circuit, is introduced by INS.

Nov. 30: FCC sets five tv, seven am and seven fm as maximum number of stations which any one entity can own.

Dec. 7: Sylvester L. (Pat) Weaver is elected NBC president, Robert W. Sarnoff becomes executive vice president.

Dec. 7: RCA demonstrates monochrome and color tv programs recorded on mag-

"Find Jimmy and bring him to dinner—he's somewhere with KRIZ Phoenix in outer space."

An Observation . . .

ON AN IMPORTANT PUBLICATION ANNIVERSARY

> *"That country is the richest which nourishes the greatest number of noble and happy human beings; that man is richest who, having perfected the functions of his own life to the utmost, has also the widest helpful influence, both personal and by means of his possessions, over the lives of others."*
>
> JOHN RUSKIN

The Broadcasting-Telecasting industry has its daily share of management headaches. But one thing is certain—fundamental principles in human relations never change.

We hope that Ruskin's philosophy—down through the years—will help us all get a clearer perspective of our responsibilities and opportunities.

ALLEN KANDER AND COMPANY

Negotiators for the purchase or sale of radio
and television properties

New York **Washington, D. C.** **Chicago**

BOND BONANZA

ALL mass-influence precedents were shattered during World War II by a singing saleswoman, Kate Smith.

In a 20-hour turn that started at 6 a.m. Oct. 6, 1942, Miss Smith spoke 30 times to an eight-state audience keyed from WABC (now WCBS) New York. She was credited with $2,013,500 in bond sales. Three weeks later a similar assignment at WJSV (now WTOP) Washington sold $1,015,950.

Less than a year later, Sept. 21, 1943, Miss Smith spoke 64 times in 18 hours over a nationwide hookup that include two-minute spots, her regular noon show and some 15-minute interludes. Total bond sales credited to her amounted to $38 million.

The figures were startling but they shrank into the background after her Feb. 1, 1944, plea for the fourth bond issue. In 18½ hours she made 57 separate appeals over 134 stations. Sales totaled $108 million—a dramatic example of the power of the spoken word.

netic tape; Gen. Sarnoff, RCA-NBC board chairman, reports "principle elements tested and confirmed," expects two years for finishing touches needed before system is ready for market.

Dec. 7: International Telemeter Corp. (Paramount Pictures subsidiary) starts Palm Springs test of its subscription tv system.

Dec. 7: Bureau of Internal Revenue gives relief to tv broadcasters' tax burdens in new ruling taking into account rapid growth of industry during 1946-49 base period.

Dce. 21: FCC approves compatible color tv standards; manufacturers praise action but warn not to expect sets immediately.

Dec. 21: Justice Dept. investigates network's right to package a program and restrict use to its own facilities.

Dec. 28: All-Industry Local Tv Music Committee polls stations on submitting to ASCAP proposal for new blanket licenses for tv at roughly radio minus 10% rather than former radio plus 10% formula.

Dec. 28: FCC proposes to amend its multiple ownership rules to permit single ownership of seven tv stations, provided at least two are uhf.

Dec. 28: BBDO and Young & Rubicam are 1953's biggest agency spenders for tv and radio advertising, B•T's annual survey of agency time-and-talent expenditures shows.

1954

Jan. 4: RCA announces first all-electronic color tube, put on market as a commercial product available to set manufacturers.

Jan. 11: Kevin B. Sweeney is elevated from executive vice president to president of Broadcast Advertising Bureau (now Radio Advertising Bureau), succeeding William B. Ryan, who resigned the previous month because of policy differences.

Jan. 11: Zenith Radio Corp. and its tube manufacturing subsidiary, Rauland Corp., in Chicago District Court demand $16 million in treble damages from RCA and others for alleged violation of federal antitrust laws.

Jan. 11: Strengthening its claim as largest U. S. independent radio-tv owner-operator, Storer Broadcasting Co. acquires Empire Coil Co. and its two tv stations (WXEL [TV] Cleveland, Ohio, and KPTV [TV] Portland, Ore., in $8.5 million deal.

Feb. 1: Comr. Robert E. Lee, newly-confirmed for a full seven-year term on the FCC, tells B•T that he is "sorry so many senators were against the nomination," but "I'm not mad at anybody."

Feb. 8: Two separate anti-trust probes are underway at Dept. of Justice—a suit involving alleged monopoly in release of 16 mm movies for tv and the preliminary inquiry into advertising industry business practices.

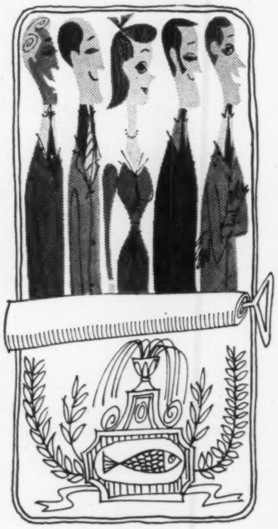
Feb. 8: Maj. Edwin Howard Armstrong, who developed fm system of broadcasting, dies at 63.

March 15: Sen. McCarthy demands equal time of CBS and NBC to answer Adlai Stevenson's March 6 speech, which was carried without charge. The two networks resist Sen. McCarthy and win President Eisenhower's blessing in the face of the senator's condemnation and threat to teach them the law.

March 22: The "equal time" issue continues to plague networks in the wake of tempest stirred up by Sen. McCarthy. Having carried a 15-minute talk by President Eisenhower, the networks which failed to give equivalent time to the Democratic National Committee for reply are accused by Democratic National Chairman Stephen A. Mitchell of giving the minority party the "dimout" treatment.

March 29: NBC's plans for tv "spectaculars," series of 90-minute programs, are sketched to network's affiliates by NBC President Sylvester L. (Pat) Weaver.

March 29: Sen Charles E. Potter (R-Mich.) announces hearing on "status and development of the uhf channels in the U. S."; says his group will include consideration of Johnson bill to limit ownership of tv stations.



Packs 'em in!

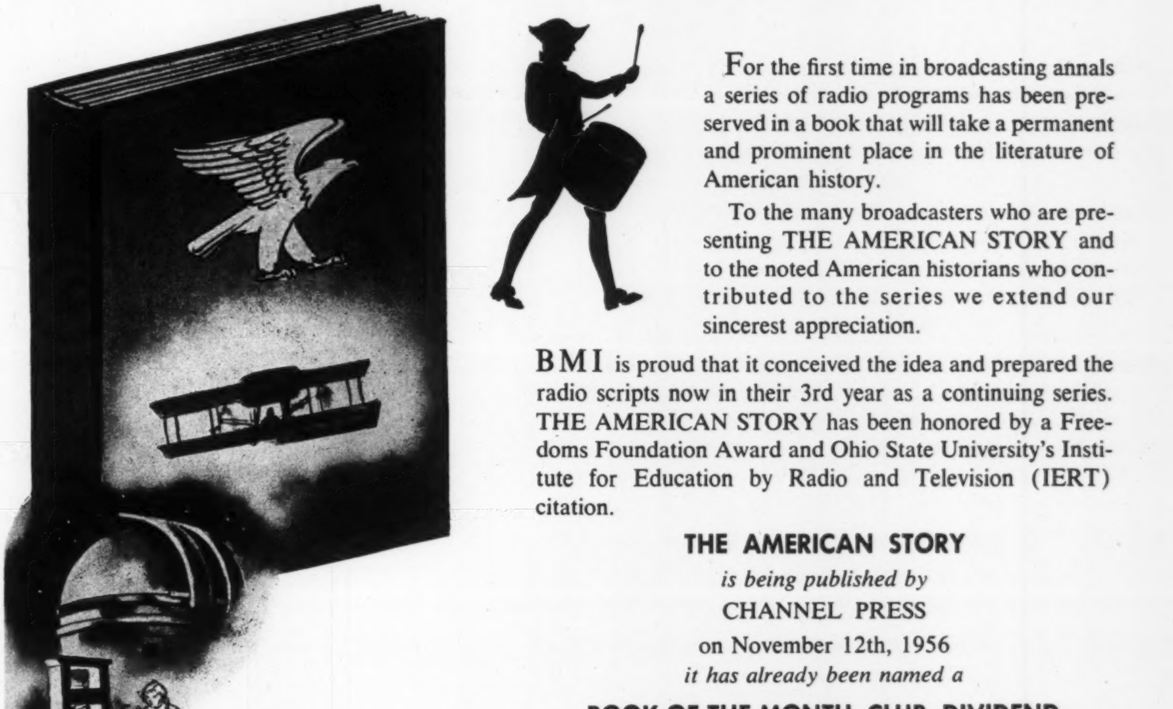
WXIX's Twelve Plan packs in so many customers at low cost that even herring packers are amazed. The producers of Ma Baensch Herring "needed frequency of impact, package identification and emphasis on brand name." Their agency reports: "All these goals were achieved through the Twelve Plan on WXIX, which has resulted in increases in total sales, in the number of retail placements, and in the frequency of purchase by retailers. A healthy progress at all levels!" Let us show you how low-cost WXIX can pack 'em in for *you*.

WXIX

CBS Owned · Channel 19 · Milwaukee
Represented by CBS Television Spot Sales

A distinguished book comes out of
BMI's Award-Winning Radio Series

THE AMERICAN STORY



For the first time in broadcasting annals a series of radio programs has been preserved in a book that will take a permanent and prominent place in the literature of American history.

To the many broadcasters who are presenting THE AMERICAN STORY and to the noted American historians who contributed to the series we extend our sincerest appreciation.

BMI is proud that it conceived the idea and prepared the radio scripts now in their 3rd year as a continuing series. THE AMERICAN STORY has been honored by a Freedoms Foundation Award and Ohio State University's Institute for Education by Radio and Television (IERT) citation.

THE AMERICAN STORY
is being published by
CHANNEL PRESS
on November 12th, 1956
it has already been named a

BOOK-OF-THE-MONTH CLUB DIVIDEND
for January, 1957

"A remarkable history in which the story of the country is told in 60 episodes by as many historians, each contributing in his special field. They include almost every professorial name you ever heard of and the result, with introductory bits outlining background is fascinating reading."
—Donald Gordon, AMERICAN NEWS OF BOOKS

If THE AMERICAN STORY is not yet on your program schedule, we invite you to take another look. We'll be happy to send you the scripts.

BROADCAST MUSIC, INC. · 589 FIFTH AVENUE, NEW YORK 17, NEW YORK

Order Your
Copy
Today!

STANDARD ADVERTISING REGISTER
STANDARD ADVE

Advertising's
STANDARD
Authority

FACTS... *every Advertiser Needs*

• You can depend on the 1956 STANDARD ADVERTISING REGISTER to give you the facts you need—fast! Bigger than ever, more comprehensive — STANDARD lists 15,000 advertisers, over 70,000 executives—18,000 brand names! Gives media used, advertising budget, type of distribution — everything you need to analyze competition — sell for profit!

Act now! Drop us a line on your letterhead and we'll send complete information by return mail.

The Register Contains

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

The AGENCY LIST

Standard source of information on over 3,000 U. S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

AGENCY LIST
STANDARD REGISTER

Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.
147 West 42nd St.
New York 36, N. Y.
333 N. Michigan Ave.
Chicago 1, Illinois

March 29: General Foods withdraws nearly all its $3 million advertising allotment from Foote, Cone & Belding in a move to consolidate its advertising in the company's two other agencies, Young & Rubicam and Benton & Bowles.

March 29: RCA begins color tv receiver production as the first 15-in. open face console, to sell at $1,000, comes off the Bloomington, Ind., factory line.

April 5: ABC and Walt Disney sign long-term contract under which Disney studios will produce at least 26 hour-long programs a year for ABC-TV.

April 12: By an 8-0 ruling, the U. S. Supreme Court turns down an FCC appeal from 1953 three-judge special New York court decision holding that one of the Commission's key provisions in its lottery regulations is invalid; court finds the FCC exceeded its authority in attempting to define listening to a radio program or watching a tv show as a "consideration" in the meaning of the lottery statute.

May 10: A new tv sales promotion project, Television Advertising Bureau, promises it will be operating in time to influence fall-winter planning by advertisers and agencies. Richard A. Moore, KTTV (TV) Los Angeles, chairman of organizing committee, announces 38 stations have joined.

May 24: Potter Subcommittee hears pleas from uhf operators, who ask "hiatus" in vhf grants, other relief, including deintermixture; FCC defends intermixture, says move to all uhf unwise, sees programming help in films and tapes; Comr. Frieda Hennock calls for vhf freeze, power cutbacks; RETMA asks elimination of 10% excise tax on all-channel sets; DuMont submits plans to strengthen DTN and ABC-TV; GE, RCA present uhf data.

May 31: CBS Radio reduces nighttime rates about 20%, effective in fall, in effect establishing a single day-night rate for the network; gives affiliates 70-second station breaks in evening hours; agrees not to follow NBC Radio plan to sell spots on the network; affiliates accept prosopal.

May 31: Mutual proposes to affiliates plan for network to sell spots within a half-hour morning and half-hour afternoon program, affiliates to carry first spot in each period without pay, to be paid for others.

June 7: President nominates John C. Doerfer to replace Eugene H. Merrill on FCC.

June 21: Potter Subcommittee resumes hearings on uhf troubles, with uhfs renewing pleas for help; vhfs oppose proposed freeze, deintermixture, power cutbacks on uhf, move to all-uhf, with FCC majority support; CBS urges study of deintermixture; ABC asks expansion of vhf by adding channels from fm band, educational reservations and other parts of spectrum.

July 5: TvAB and NARTB television factions merge to nip intra-industry feud in bud; form TvB.

July 5: Senate confirms nomination of John C. Doerfer to FCC.

July 12: Potter Subcommittee meets with FCC, with latter suggesting excise tax on all-channel tv sets be lifted, multiple ownership rule be liberalized to allow ownership of five vhfs, two uhfs, and that all-industry *ad hoc* group be named to study long range allocations.

July 12: SRA opposes admission of networks to TvB.

July 12: Clear Channel Broadcasting Service opposes FCC's daytime skywave proposal.

July 19: Chairman John W. Bricker (R-Ohio) of Senate Commerce Committee said to be readying investigation of tv industry as aftermath of Potter Subcommittee hearings on uhf problems.

July 19: The Pulse reports new instantaneous radio-tv rating service.

July 19: ABC Radio backs music-news formula to bolster radio.

July 26: Potter Subcommittee recommends tv allocations study by *ad hoc* industry group, continues "record" on uhf inquiry.

Aug. 9: FCC proposes uhf tv satellite and "budget" stations, in move to reduce cost of uhf station operation.

Aug. 9: Chairman John W. Bricker (R-Ohio) of Senate Commerce Committee formally announces impending probe of tv networks, uhf-vhf problems.

Aug. 16: Quality Radio Group (power radio stations) is organized to produce, sell night radio shows.

Aug. 23: Former FCC Comr. Robert F. Jones to head Senate Commerce Committee's tv probe as counsel for GOP majority. Former FCC Assistant General Counsel Harry Plotkin to represent Democrats as counsel.

Aug. 23: House Commerce Committee issues report rebuking broadcasters for beer-wine ads, calls for industry data, report on remedial actions.

Aug. 30: CBS President Frank Stanton broadcasts first network editorial, urging radio-tv right to cover congressional hearings.

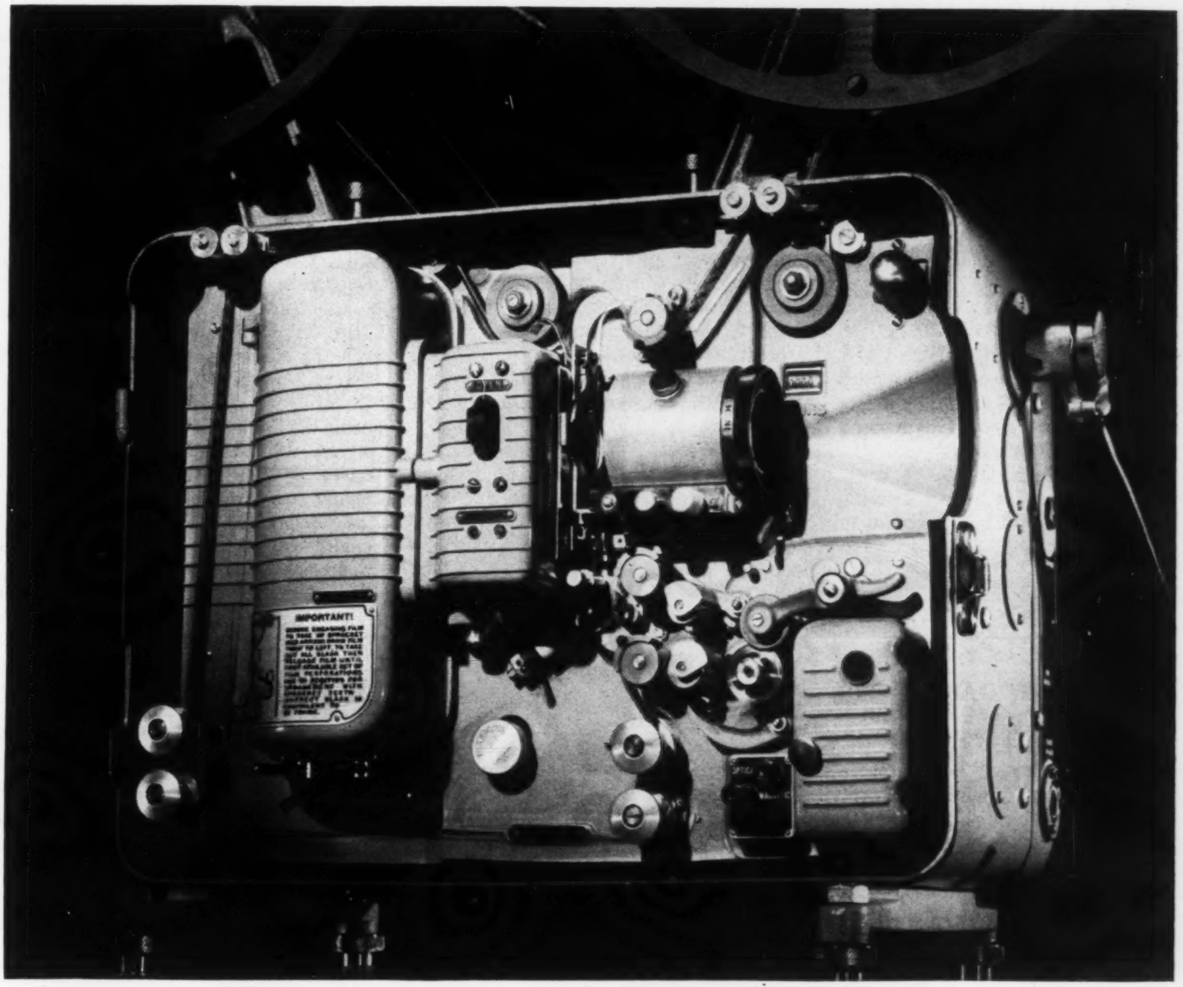
Sept. 13: FCC Comr. George E. Sterling to retire from FCC as of Sept. 30 after 31 years' government service.

Sept. 20: FCC boosts tv ownership limits; seven tv stations allowed, five vhf, two uhf.

Sept. 20: FCC opens license renewal hearing against Edward Lamb, WICU (TV) Erie, Pa., on charges Mr. Lamb lied about Communist affiliations.

Sept. 20: Skiatron Tv Inc. petitions FCC for approval of its toll tv system.

The Continental
Divide Station
KXLF-TV 4
COPPER STRIKE
BOOM TOWN
Butte and Montana



BELL & HOWELL VIDICON PROJECTORS

Versatile Programming . . . Low Initial Cost

Originally produced to meet rigid JAN (Joint Army-Navy) specifications, this Bell & Howell projector is noted for its ruggedness, trouble-free performance, simplicity and ease of servicing. It includes the following special features: Optical and magnetic sound reproduction • Fixed-axis framing • Easy threading Built-in loop setter • Forward and reverse • Operating hour meter • Single-phase operation • 600-ohm balanced line output.

As an integral part of Vidicon film chains, this new 16mm Bell & Howell projector provides many unique advantages. For example, you get complete manual control, plus connection for remote control. At the push of a button, you can change from picture and sound on one projector to the same set-up on the other.

This Bell & Howell projector also conforms to proposed new ASA standards for placement of magnetic sound. All in all, the full potential of versatile programming is in direct proportion to the creativeness of your production people.

Talk to your Systems Supplier soon. His quotation will be a pleasant surprise. Or write for specifications on Design 614 CVBM projector. Bell & Howell, 7139 McCormick Road, Chicago 45, Ill.

FINER PRODUCTS THROUGH **IMAGINATION**

Bell & Howell

Sept. 27: MBS observes 20th anniversary.

Oct. 4: George C. McConnaughey appointed to FCC as chairman, succeeding retiring Comr. George E. Sterling.

Oct. 11: CBS sells 45% interest in WTOP-AM-TV Washington to Washington Post and Times Herald.

Nov. 1: President Eisenhower's cabinet becomes the first to be televised.

Nov. 1: FCC approves Storer Broadcasting Co.'s $8.5 million-plus purchase of Empire Coil Co. and its WXEL (TV) Cleveland and KPTV (TV) Portland, Ore.

Nov. 1: WCKY Cincinnati's L. B. Wilson, 63, pioneer broadcaster, dies.

Nov. 8: Storer Broadcasting Co. challenges FCC's multiple ownership rule in U. S. Court of Appeals in Washington.

Nov. 15: B•T's first of new market story series, describes the new South.

Nov. 15: Broadcasters give overwhelming support to FCC's proposal to permit tv stations to build and operate their own intercity relays.

Nov. 22: FCC makes vhf satellite grant to KTRE-TV Lufkin, Tex., extending its satellite policy to vhf.

Nov. 29: CBS-TV offers Extended Market Plan service to small-market tv stations. Network will pay affiliates 30% of gross time charges, less BMI and ASCAP deductions, and will offer stations as a group to advertisers with a 10% discount.

Nov. 29: William B. Ryan named executive vice president of Quality Radio Group.

Dec. 6: Westinghouse Broadcasting Co. buys WDTV (TV) Pittsburgh from Allen B. DuMont Labs for $9,750,000, all-time high for a tv station.

Dec. 6: Zenith Radio Corp. re-petitions FCC on toll tv, asking that 'Phonevision' be authorized without a rulemaking proceeding.

Dec. 6: Sen. Warren G. Magnuson (D-Wash.) says he will accept chairmanship of Senate Commerce Committee and continue tv networks probe.

Dec. 13: Marschalk & Pratt to merge with McCann-Erickson, become division of M-E, effective Jan. 1.

Dec. 13: WBRE-TV Wilkes-Barre, Pa. (ch. 28) ready to become first uhf station to use 1,000 kw maximum effective radiated power authorized by FCC.

Dec. 20: Top radio-tv agencies bill total $699.2 million for 1954.

Dec. 20: C. E. Hooper, 56, pioneer in radio-tv ratings, dies in boating accident.

Dec. 20: Sen. Harley M. Kilgore (D-W. Va.), chairman-apparent of Senate Judiciary Committee in the upcoming 84th Congress, promises probe into "monopolistic aspects" of radio-tv industry.

Dec. 20: FCC reports 1953 radio-tv gross was $908 million—$475.3 million radio, $432.7 million tv.

Dec. 27: Advertising Research Foundation study represents first move to standardize radio-tv ratings among various rating services.

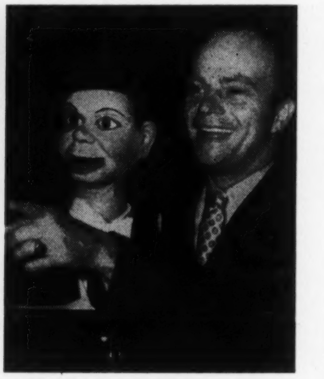
Dec. 27: B•T's second market story, on Georgia.

1955

Jan. 3: DuMont announces it has developed combination live-film network system and predicts it will "set the industry on its ear."

Jan. 3: Broadcasting industry faces two probes as 84th Congress convenes: Sen. Magnuson (D-Wash.) to head Senate Commerce Committee investigation of networks and uhf-vhf problems; Sen. Kilgore (D-W. Va.), chairman of Senate Judiciary Committee, to hunt for "monopolistic practices" in the communications field.

DUMMY AND DAME AROUSE THE NATION



THE sexy inflections in Mae West's voice and the sly rejoinders of Edgar Bergen's irrepressible dummy, Charlie McCarthy, set off a broadcasting chain reaction the evening of Dec. 12, 1937. NBC's 8-8:30 p.m. Sunday half-hour led to an official FCC investigation, nationwide discussion of the saucy dialogue and demands that broadcasting be censored.

In essence, Miss West and Charlie kicked around a "come up and see me sometime" dialogue. If the script looked reasonably innocent, the way the two read their lines left a lot of listeners convinced they were hearing night-clubbish entertainment instead of the more careful comedy of the airlanes. Miss West reeked of seduction, an effect she could lend to Little Red Ridinghood or most any fictional heroine. The resulting "Adam and Eve" routine was more devastating than the program producers had anticipated, and the post-broadcast results astonished all concerned.

FCC went into the matter thoroughly, led by Chairman Frank R. McNinch, and emerged with a stiff scolding for NBC. The chairman officially notified NBC President Lenox R. Lohr that no further action would be taken but he described the program as far below "even the minimum standards which should control the selection and production of broadcast programs." He termed it "a very serious offense against the proprieties."

Demand for a Congressional probe was made on Capitol Hill, and religious interests voiced indignation. Newspapers had a field day, with colorful stories and stern editorials.

Here are some excerpts from the original continuity:

Bergen: Tell me, Miss West, have you ever found the one man in your life you could really love?

West: Sure . . . lots of times.

Charlie: Could you even like Mr. Bergen?

West: Mr. Bergen is very sweet. In fact, he's a right guy and, confidentially, you'll have to show me a man I don't like.

Charlie: That's swell. Bergen's your man. You know . . . he can be had.

West: On second thought, I'm liable to take him away from you. Then what will you say?

Charlie: If you take Bergen away, I'll be speechless.

West: Or are you afraid I'll do you wrong?

Charlie: Well, now that you ask . . .

West: Or are you afraid I'll do you right?

Charlie: I'm slightly confused. I need time for that one.

West: That's all right. I like a man that takes his time. Why don't you come home with me? I'll let you play in my woodpile . . .

You're all wood and a yard long. You weren't so nervous and backward when you came up to see me at my apartment. In fact you didn't need much encouragement to kiss me.

Charlie: Did I do that?

West: You certainly did and I got marks to prove it, and splinters too . . . Come here, honey—closer—we can talk intimately.

Charlie: If you don't mind, I'd rather keep my distance, Mae.

West: I don't like long-distance conversations. Come here. I thought we were going to have a nice long talk yesterday, in my apartment. There was so much I wanted to tell you. Where did you go when the doorbell rang?

Charlie: I went out the back door.

West: Don't tell me you went out through the French windows? I'm on the third floor, you know.

Charlie: I was going to say you were pretty skimpy with the back steps.

West: You look pretty good to me, Charlie. Come here.

Charlie: But I thought you only liked tall, dark and handsome guys.

West: Oh, that was my last year's model. This year I'm on a diet . . .

Charlie: Oh, Mae, don't don't . . . don't be so rough. To me, love is peace and quiet.

West: That ain't love—that's sleep.

Jan. 17: Sen. John O. Pastore (D- R. I.) named to head Senate Commerce Committee's Communications Subcommittee.

Jan. 24: President Eisenhower opens his news conference to tv film coverage for the first time.

Jan. 31: Radio's 1954 time sales of $453,385,000 show 5% decline from previous year; first dip in radio sales since 1938.

Feb. 7: Senate Commerce Committee issues counsel Harry M. Plotkin's report calling for radical network restrictions and reduction of multiple ownerships. Sen. Magnuson says committee will investigate uhf troubles, network power plays, station ownership and military spectrum use.

Feb. 7: CBS' Stanton says if Plotkin proposals are adopted, network tv would be gravely crippled; summons 30 CBS-TV affiliates to plan strategy on Senate probe.

Feb. 14: Key witness Marie Natvig license renewal for WICU (TV) Erie, Pa., states she was "brainwashed" into giving false testimony linking Edward Lamb with Communist Party.

Feb. 21: Sen. John W. Bricker (R-Ohio), ranking Republican member of Senate Commerce Committee, says networks might be made subject to public utility-type regulation in releasing minority counsel Robert F. Jones' report.

Feb. 28: U. S. Court of Appeals, on Storer appeal, rules that FCC cannot set an arbitrary limit on number of stations one entity can own.

Feb. 28: Bing Crosby Enterpises demonstrates color video tape recording system.

Feb. 28: WXIX (TV) Milwaukee begins operation as first CBS-owned uhf station.

Feb. 28: RCA reports record $941 million income during 1954, 10% higher than 1953.

March 7: Hal Roach Jr., buys father's studios in a $10 million deal.

March 7: FCC proposes rule to keep tv towers within five miles of assigned city.

March 7: AT&T lowers its audio tariff by dropping the minimum from 16 to eight consecutive daily hours and reduces the per hour-per mile charge from $5 to $4.50.

March 14: Procter & Gamble leads 1954 radio-tv buyers with $36 million; Colgate-Palmolive second with $19 million.

March 14: NBC reaches maximum of five v's and two u's with purchase of WBUF-TV Buffalo, N. Y.

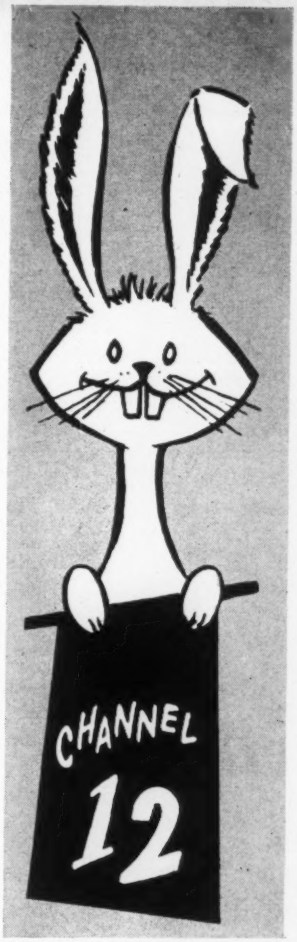
March 14: An estimated 65 million persons watch *Peter Pan* on NBC-TV, an audience Broadway predicted it would take 65 years to reach.

March 21: General Electric and National Telefilm Assoc. play key roles in formation of first film "network," National Affiliated Television Stations Inc.; will give assistance to ailing tv stations.

March 21: B•T's third market study, this one covering the Carolinas.

March 21: FCC Chairman McConnaughey's appointment confirmed by Senate.

March 21: NBC-TV's $3.7 million Color City in Burbank, Calif., opens.



DELAWARE VALLEY CAN'T MISS A TRICK BECAUSE

WPFH TELEVISION CHANNEL 12

performs the most extensive programming feats right before their eyes. That's why trade in the Philadelphia-Wilmington-South Jersey area is at an all-time high. Advertising is seen and believed by a steadily increasing number of people on Channel 12.

PHILADELPHIA
CAMDEN
WILMINGTON
NEWARK
ATLANTIC CITY

Represented by
PAUL H. RAYMER CO., INC.

CKLW-TV

BIG STORY BREAKS IN DETROIT

WHO?... WRIGLEYS!—one of the nation's largest food chains!

WHAT?... Wrigleys are now selling food to housewives via CKLW-TV channel 9.

WHERE?... Wrigleys have 92 stores in the Detroit Area.

WHY?... Wrigleys are determined to sell more of the 1,710,000 housewives covered by CKLW-TV.

Wrigleys has just purchased a one hour full length movie feature to be aired each Thursday at 1 p.m. for the next 52 weeks. THAT'S TYPICAL OF THE CONFIDENCE FOOD LEADERS IN THIS MARKET HAVE IN THE SELL-APPEAL OF CKLW-TV: There's sure to be an answer to your sales problem here, too. Get the facts by phone, mail, or wire, today.

FOR **RESULTS** IN THE DETROIT AREA, IT'S

CKLW-TV
Channel 9
325,000 Watts

CKLW
800 KC
50,000 Watts

GUARDIAN BLDG. • DETROIT 26, MICH.
ADAM YOUNG, INC. *National Representative*

YOUR AM BROADCAST CONSULTANT GIVES YOU GOOD ADVICE

...when he recommends Stainless Towers

Write for descriptive literature

Stainless, inc.
NORTH WALES • PENNSYLVANIA

March 28: IRE convention in New York witnesses disclosure of transistorized radio, tricolor vidicon, improved uhf transmitting antenna and earth satellite relay station for transoceanic tv.

March 28: The Simon video-film camera, capable of simultaneous motion picture filming and live telecasting, completed after four years in development.

March 28: DuMont introduces its Electronicam live-film system.

March 28: FCC authorizes functional music or other secondary programming via multiplex for fm stations.

April 4: NBC announces *Monitor* programming for weekends with time to be sold under magazine concept; beginning of major revision in radio selling, schedules.

April 4: Woolworth signs with CBS for its first use of network radio.

April 4: FCC makes first move toward deintermixture; asks for comments on making Hartford, Peoria, Evansville and Madison all-uhf.

April 11: Pay-tv controversy raises more public reaction than any tv issue since color hearing in 1950; Zenith cancels advertising on CBS-TV charging network censored commercials, which is denied by CBS.

April 11: Coty sues Revlon, Weintraub, CBS charging theft of tv commercial copy; Hazel Bishop says same copy was created for its lipstick, not Coty or Revlon.

April 11: White House announces President Eisenhower will address May 22-26 NARTB convention in Washington, making him first Chief Executive to address broadcasters in person.

April 11: B•T survey shows that film now occupies more than a third of total tv broadcast time.

April 11: Witnesses appearing before Senate Juvenile Delinquency Subcommittee call for probe to determine if tv is a factor in delinquency.

April 18: DuMont switches to film network, using Electronicam, reserving live relays for special events and sports.

April 18: NARTB Tv Board takes strong stand against pay-tv, tower restrictions.

April 25: Adrian Murphy retires as president of CBS Radio; replaced by west coast vice president, Arthur Hull Hayes.

May 9: FCC launches probe into KPIX (TV) San Francisco damage, reported coincident with a walkout of NABET engineers at station.

May 9: Liquidation of DuMont Tv Network demanded by group of stockholders, headed by Carl M. Loeb.

May 16: Justice Dept. files restraint of trade suit against ANPA, AAAA, four other associations; 15% commission challenged.

May 16: RCA-NBC, Minnesota Mining participate in first transmission of color tv program on magnetic tape over commercial tv network facilities.

May 16: CBS nets $3.9 million in first quarter of 1955; billings 36% above same period of 1954.

May 23: Lever Bros. products with accounts totaling $8 million move to J. Walter Thompson and Foote, Cone & Belding.

May 23: NBC swaps its WNBK (TV) and WTAM-AM-FM Cleveland and $3 million to Westinghouse for WPTZ (TV) and KYW Philadelphia.

May 23: The Katz Agency, station representative, discontinues subsidiary Station Films Inc.

May 23: DuMont unveils Vitascan system for originating live color without use of color tv cameras.

May 30: President Eisenhower nominates Richard Mack to succeed Frieda Hennock on FCC.

May 30: Affiliates stymie CBS Radio plan for one-rate structure.

June 6: Tv networks' January-April gross of $132,018,674 up 35%; offsets radio's drop.

June 6: Disney six-month gross income of $9,876,175 up $5.5 million over 1954.

June 13: Supreme Court upholds FCC right to make grants according to the needs of cities involved. Under decision, WHOL Allentown, Pa., must cease operating to make way for WEEX Easton, Pa.

June 13: DuMont Labs names James Cadigan head in realignment; separate Electronicam unit set up.

June 13: Musicians' 1954 income from radio-tv reaches $24.7 million, with radio leading tv in employment of musicians.

June 20: ABC-TV billings for 1955 are 68% above total gross in 1954, with major reasons Walt Disney and fade-away of DuMont.

June 20: RETMA holds 31st convention in Chicago; H. Leslie Hoffman elected president and board chairman.

June 20: Senate unanimously confirms Richard Mack for FCC.

June 20: Montana antenna system refuses to stop rebroadcasting KXLF-TV Butte signals.

June 20: AB-PT expands into recording field; Sam Clark named to head new subsidiary.

June 20: Ralph W. Hardy succeeds Earl Gammons as Washington vice president for CBS.

June 20: DuMont begins the manufacture and sale of high fidelity phonographs, radios and clock radios.

June 27: NARTB board strengthens radio code; plans enforcement similar to that of tv.

June 27: "The Mid-Gulf States," B•T's fourth in a series of market studies.

June 27: FCC forbids stations in one city from entering into network affiliation pacts which prevent stations in nearby cities from carrying the same programs.

June 27: Mutual fixes single rate for day, evening; establishes single discount table. Network also revises program format to "Companionate Radio" plan.

July 4: CBS reaches agreement with radio affiliates for a single day-night network rate, affiliates to take a 20% cut in compensation; deal must still be negotiated individually with affiliates.

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE**

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE**

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
*Member AFCCE**

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE**

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
*Member AFCCE**

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE**

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE**

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE**

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE**

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
*Member AFCCE**

PAGE, CREUTZ,
STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
*Member AFCCE**

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
*Member AFCCE**

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE**

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
*Member AFCCE**

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago Suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
*Member AFCCE**

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere,
Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE**

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Slator 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 77,440* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*1956 ARB Continuing Readership Study

*Member AFCCE**

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Kentucky daytimer needs commercial manager with programming ability. Send complete details in first letter. Box 184C, B•T.

Station and/or sales manager for southern New England 1-station market regional. Profitable now but needs mature live-wire, who "fits" in small town and will get out and sell. Box 187C, B•T.

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 170C, B•T.

Virginia: Immediate opening for aggressive, sober, experienced salesman. 1kw independent daytimer. Complete resume first letter. Some announcing, salary and commission. Box 193C, B•T.

Top guarantee to start in large radio market—best in southeast Pennsylvania. Virgin territory for unlimited selling and earning opportunity. Good radio background and satisfactory references will qualify applicant. WLAN, Lancaster, Pennsylvania.

Salesman for top Delaware valley market. Draw and commission, right man. Can make real money. Send information, plus photo to Manager, WTUX, Wilmington, Delaware.

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

Independent kilowatt daytimer, midwest will pay $350.00 per month for 48 hour week to qualified announcer. Send audition, details and references first letter, no unmarried men. Box 726A, B•T.

Announcer with first ticket. Give full particulars first letter with salary expectation. Northeast. Write Box 911A, B•T.

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Two combo men needed at once with first class licenses for Tennessee daytime stations. Must be sober, reliable, well recommended. Salary open. Give full particulars first letter, plus starting salary, would like tape, if possible. Box 946A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Midwest independent wants announcer age 25 to 40 who knows music thoroughly and has several years of solid commercial experience for staff announcing position with part-time duties as music librarian. State age, education, experience in detail. Personal interview required. Box 134C, B•T.

Illinois kilowatt offers fine opportunity to experienced announcer who can handle varied assignments including news gathering and writing. Liberal bonus, sick leave, pension plan with well established independent in fast growing community. List age, training, experience, references. Personal interview necessary. Box 135C, B•T.

Need several experienced announcers. Minimum one year experience. Must have car. Excellent opportunity for advancement since company will expand soon. Send tape, recent photos along with resume. Box 144C, B•T.

Morning man, real fast and funny, who can use gimmicks, show-stoppers etc. on heavily commercial show. Small 1-station New England city near big city. "Character" preferred. Send tape, salary, etc. Box 188C, B•T.

Mature news director needed immediately for remote studio operation. Good salary, also opportunity to sell if desired. Permanent. Phone WFRO, Fremont, Ohio, FEderal 23951.

Top news and popular music station looking for an "air" salesman who knows how to follow orders and carry out station policy. Send tape and resume to H. L. Glascock, WKDA, Nashville, Tennessee.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Missippi.

Experienced board-announcer. WLDB, Atlantic City.

Adult, experienced announcer for kilowatt independent. DJ, ability and sincere, friendly style. Excellent facilities, fine fellow employees, outstanding ratings, strictly professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

Immediate opening for good announcer for five kw station. Good salary. Address reply to Box 698, Morgantown, N. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Martin Block and Howard Miller disregard. But we are looking for men of your stature, highest rated in all our markets, Omaha, New Orleans, Kansas City, Minneapolis and we've just acquired a Miami station. Only alert and original sounding deejays need apply. All tapes returned immediately. Air tapes to Todd Storz, Kilpatrick Building, Omaha, Nebraska.

Technical

Regional station with television in large midwest market requires experienced technician. Starting salary for 40 hours is $90.00. Box 861A, B•T.

Minnesota station needs first class engineer-announcer. Must be good announcer. Good salary. Box 116C, B•T.

First class engineer needed at once, Ohio 5kw. $80 to $100 weekly, 48 hours. Box 168C, B•T.

We want an engineer with 1st phone and announcing ability. This man should be able to do routine maintenance and keep the station in good working order. If you can do a good air job too, we have a good proposition for you in a growing organization. Don't waste time! This opening exists now. Box 192C, B•T.

Top wages for first phone engineer. Directional station in Great Lakes area with no future remote plans. Box 208C, B•T.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Here is a fine opportunity in a good city with an excellent climate, good schools, fishing, swimming, for a chief engineer with announcing ability. Pay will depend entirely on what you can do. Equipment includes usual broadcast equipment, ampex recorders, Raytheon transmitter. Two element directional. Equipment in excellent condition. Send all information including tape with first letter. Jim Bradner, KGBC, Galveston, Texas.

Texas station needs good man for combination work. Interested in either combination engineer-salesman or engineer-announcer. Can make good offer to right person with excellent opportunities for engineer-salesman. Write or call Clint Formby, KPAN, Hereford, Texas.

Wanted, two combo first class license. Fulltime, permanent job, good pay. Best working conditions. Contact H. C. Sanders, WBNL, Boonville, Indiana.

Chief engineer-announcer, emphasis on engineering. Gates equipment. State qualifications and salary requirements. Good pay for good combo man. Call or write WLSD, W. H. Wren, Manager, Big Stone Gap, Virginia.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Combo man, 1st phone to act as chief engineer. Will handle Gates remote and Raytheon equipment. Excellent working conditions. Top pay. Daytime station. WTUX, Wilmington, Delaware.

Programming-Production, Others

Combo gal, capable handling traffic and bookkeeping in small station in southern California where personnel not only double but triple in brass. Salary commensurate with ability. Submit photograph and complete details. Box 954A, B•T.

Need assistant manager immediately. Promotion to manager probable within a year due to expansion. Desire young, married man with car. Must have several years board experience as well as sales. Must be willing to take board shift while training. Send tapes, resume and recent photograph. Box 145C, B•T.

Program-news director to replace man being promoted into management this station. Must have news gathering and editing ability as well as programming experience. Real future potential. Interested in reliable person and long time association. Box 160C, B•T.

Qualified newsman needed for top news job with 50,000 watt midwest radio station. Must be capable in all phases—reporting, writing, editing and broadcasting. Reply Box 166C, B•T.

Ideal opportunity for experienced Gal Friday. Top-flight radio-tv operation. This is a chance of a lifetime. Box 194C, B•T.

Continuity writer for daytimer. Sample copy, photo, salary first letter. WADS, Ansonia, Connecticut.

Program director to do all phases of programming. Complete details and salary expected first letter. WASA, Havre de Grace, Maryland.

Good local news reporter with radio voice for excellent daytime operation in New England. Write or call WESO, Southbridge, Mass. Give full background and salary requirements.

CONGRATULATIONS

FROM ONE PIONEER TO ANOTHER

For twenty five years Sol Taishoff and his able staff have provided the broadcast industry with inspired journalism dedicated to better broadcasting and progress.

Our professional service to the broadcast industry began in 1925. Today many television and radio stations, from coast to coast, credit our management advisory and personnel services for major contribution to their achievements.

HOWARD S. FRAZIER
Tv and Radio Management
Consultants

BROADCASTERS EXECUTIVE
PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N. W. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Ohio radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. S. Dargusch, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

Program director—announcer: Wanted at once for central South Carolina independent. Good voice and experience necessary for top pay. Send tape to Joe Wilder, Box 33, Barnwell, S. C.

Newsman—good air voice, background in news editing for outstanding news staff in eastern Pennsylvania. Tape, particulars, Bill Camperson, Box 123, Allentown, Pa.

Situations Wanted

Managerial

Manager-salesman — thoroughly experienced — presently employed as same—family—interested only in small town market in eastern mountain areas—not a "hot shot"—consistent worker with profitable result. Prefer personal interview. Available October 20th. Box 137C, B•T.

Sales manager available—top billing personal sales record; detailed administrative experience five man sales staff; proof of quality-ability. A proven man now employed seeking greater potential. Confidential exchange. Box 209C, B•T.

Salesmen

10 years am, tv engineering. Desires sales trainee or engineering. Colorado, Arizona, New Mexico only. Presently employed. Box 172C, B•T.

On-the-air salesman—experienced account man, promotion, programming. Proven ratings. Desire larger market DJ or tv variety. Money not secondary. Average pay scales, save postage. Box 181C, B•T.

Sales-Florida. Fifteen years program, now want sales, with or without announcing. Degree, family, employed. Box 186C, B•T.

Announcers

Personality DJ, strong commercials. Reliable, eager to please. Go anywhere. M. Stillman. Box 933A, B•T.

Experienced DJ, with proven success in major markets. Sell products instead of himself. Seeking better potential. Reply in confidence. Box 934A, B•T.

Play-by-play sportscaster—six years radio—Class B baseball, football and basketball, some tv experience: Wants rabid sports area. Also excellent newsman and staff. $90 minimum. East or midwest. Available for basketball. Box 112C, B•T.

Mr. Station Manager—here's an announcer who has 1st phone. Single, 26, presently employed, wish to relocate, available immediately. Is, has and can handle commercials, news, DJ shows and other duties from remotes to routine maintenance. Welcome chance to handle time selling. Am in east—attention: Southwest, California, Florida, tape. Mr. Station Manager, call DI 5-2892 in N. Y. C., or write, Box 121C, B•T. Don't wait!

Sports play-by-play, pops DJ, News. Presently employed—seeking larger market. Box 131C, B•T.

Experienced announcer. 25, vet, married. Tape, resume on request. Box 140C, B•T.

Announcer-DJ, single, 29. Short on experience but much potential. Affable, dependable and ambitious. Tape and resume. Box 141C, B•T.

First phone announcer. 6 years experience all phases including news editor. Presently employed as chief engineer. Emphasis air work. Box 161C, B•T.

Stop! Personality emcee-jock in hock! Bach to rock. Rate tape. Box 165C, B•T.

6 years radio-tv all phases-announcer-DJ—strong on news. Mature-reliable-hard working. Preferably northeast. Box 171C, B•T.

Completed course covering all phases radio broadcasting, newscasting, DJ shows. Announcer, former Golden Glove Champion, pro boxer. Appeared in movies. Experienced in editing news copy, also things not listed. Korean vet, 1 year college. Regular position. Negro. Box 173C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Savvy gal . . . 8 years continuity-production chief, talent. Wants challenging spot with station that needs a lift. Box 174C, B•T.

Experienced announcer wishes to relocate in northeast. DJ, news, tape, good references. Formally program director of 1kw station in south. Box 176C, B•T.

Announcer—14 months staff experience. Third class ticket, will travel, car. Box 183C, B•T.

Fabulous negro girl DJ comprehensively trained all phases radio. Very desirous of first job. Immediately. Box 196C, B•T.

Singer—MC—DJ. Extensive radio and tv experience—limited movie background. Age 32. Open. Box 198C, B•T.

Radio school graduate, some college. Good versatile voice. If you have good spot for beginner, please write. Box 199C, B•T.

Versatile DJ-announcer, 2 years experience, seeks job in Connecticut. Box 200C, B•T.

I'm nothing sensational but. . . . I'm capable; energetic, announcer copywriter, desiring position in smaller timer. Plenty of punch and sparkling personality. Will send resume and photo upon request. Box 201C, B•T.

Staff announcer, strong news, smooth DJ. Much potential, vet, travel. Box 202C, B•T.

Experienced disc jockey and staff announcer. Looking for permanent position. Presently employed. Can do play-by-play. Box 203C, B•T.

New York, New England, Pennsylvania—experienced staffer, excellent news, commercials, DJ, board. College graduate, married, veteran. Tape, references, available. M. Anderson, 1206 75th Street, Brooklyn, N. Y.

Free lance tv and radio announcer, New York only. 5 years experience with WLW and Crosley network. Experienced in all types of tv commercials. Excel in easy, warm, friendly style. Best references. Henry O'Neill, 134 W. 58th Street, Apt. 805, N. Y. C.

Announcing school graduate, 1st phone, desires first position. Russ Randolph, 2219 N. Parkside, Chicago.

Negro deejay—4 years experience. Hard punching commercial; news; control board. Rudy Rutherford, 9 Palisade Ave., Jersey City, N. J.

Now available. Asher Sizemore (country music-DJ of the original Asher & Little Jimmie, father and son team heard for years. WSM Grand Ole Opry'. Can build top rated audience your station. Do country music DJ show. Also strong on sales. Send replies to P. O. Box 163, North Vernon, Indiana.

RADIO

Situations Wanted—(Cont'd)

Announcer

Texas major city network and indie background. Newcaster—farm and ranch reporter—baseball play-by-play. Mobile news unit expérience. Excellent references. Available now. Announcer, 111 Ellwood, San Antonio, Texas.

Technical

Chief engineer. IRE member. 1st class licensee. Experienced administration, design, construction, maintenance and operation, AM-FM. Physical, nuclear research background. 35. Married. Family. Can invest. Box 914A, B•T.

Want transmitter position. 2 years experience, 1st phone, 34, car. Box 163C, B•T.

Presently chief—four years am directional—prefer northeast. Responsible family man. Heavy on maintenance. Box 167C, B•T.

Chief engineer . . . 15 years broadcast . . . age 35 . . . know FCC forms . . . application work. Former station owner . . . all phases . . . construction. Desire permanent connection in south or state of Utah Box 175C, B•T

Programming-Production, Others

Skip it unless you can exploit the best in news direction plus standout voice and personality. Box 133C, B•T.

Experienced news director: Last five years top-rated metropolitan tv—5kw newscaster. Can establish newsroom; contribute experience existing facility. Favorite sport . . . scooping newspapers. Newspaper background, excellent voice, 33, college, employed. Box 162C, B•T.

Program director or assistant manager of vast experience, 3 years, 34 years old, college, seeks bigger and better job in radio, or will accept tv challenge. Executive experience. Wish to connect with a bigger and better organization who needs far more than adequate PD. Will do air-work. Outstanding voice and delivery. Personal interview. Box 182C, B•T.

Former program director and traffic manager with thorough experience as disc jockey, announcer, newscaster and sportscaster. Seeking staff position. Box 195C, B•T.

Experienced, working program director desires position with progressive station in Ohio. Box 204C, B•T.

Program director . . . thorough background all phases . . . seeks permanent position . . . coast preferred . . . available now. Box 207C, B•T.

Newscaster—news editor, 3 years experience 5000 watt station. DJ "special events." Also sell and service, will relocate. Lawrence Vitto, 7777 Hollywood Blvd., Hollywood, California.

(*Continued on next page*)

Chief Engineer-Television

TV station in large Midwest market. Modern equipment and facilities. Potential prospects must be fully qualified from both engineering and administrative standpoint with ability to furnish leadership and direction to his staff as well as operate department smoothly and economically. Please furnish full background particulars, including salary requirements first letter. Salary will be commensurate with qualifications of applicant. All replies will be kept completely confidential.

Box 210C, B•T

ADVERTISING AGENCY

Situations Wanted

Time Buyers

Radio-tv spot buyer/administration assistant. Heavy and versatile ad agency experience. Good contracts. Salary open. Box 205C, B•T.

TELEVISION

Help Wanted

Salesmen

New England major market vhf station has immediate opening for aggressive, experienced television time salesman with ability to dig up direct sales. Excellent opportunity for hard worker. Send resume, sales record, photo to Box 132C, B•T.

We have an opening in television sales for an experienced advertising-minded and trained man. Local advertisers need counseling and guidance on ways and methods of using tv. Station provides a complete advertising service, which includes writers, artist and photography. Send complete details with photo. Salary and commission arrangement. Good opportunity. WTHI-TV, Terre Haute, Indiana.

Announcers

Progressive Michigan station expanding staff. Has opening for trained TV announcer-copywriter in immediate future. Employee benefits, ideal working conditions, excellent location. Personal interview absolutely essential. Send full information, no tapes to Box 910A, B•T.

Announcer for midwestern vhf to do children's show and staff work. Excellent opportunity for right man to work into responsible position with growing organization. Rush full details to Box 113C, B•T.

Experienced tv announcer. Booth and live work; emphasis on ad-lib. Florida CBS basic, top company, employee benefits. Send tape, photo, resume, first letter. Box 191C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Transmitter supervisor, maximum power network vhf Pacific northwest, must be good planner sharp on maintenance. Box 177C, B•T.

Programming-Production, Others

KSBW-TV, Salinas, Calif., needs experienced film editor, capable of handling entire department, all editing, shipping, etc. Send complete details first letter, KSBW-TV, P.O. Box 1651, Salinas, Calif.

Situations Wanted

Managerial

If your television or radio station is along the Gulf, and you need a married, mature, enthusiastic man to handle complete administrative management and will pay what over fifteen years experience is worth, within reason, state your best arrangements, and when you want to "retire". Box 185C, B•T.

Technical

Engineering tv—first position. State salary and routine. Walter Piasecki, 2219 N. Parkside, Chicago.

Recent technical school graduate as tv cameraman and studio technician. Graduate of 2 radio and television schools. Richard Stametz, 815 East Jackson, Elkhart, Indiana.

Programming-Production, Others

Program manager, family man, presently employed with NBC station desires change with room for creative work. Especially gifted in production and direction of live broadcasts, film buying, programming. Experienced in setting up new tv station. Honest and reliable. Box 169C, B•T.

Sloppy production your problem? Experienced producer-director-switcher now available! Box 178C, B•T.

Television producer, director six years experience in all phases—news, weather, sports, cooking, political. Switching, purchasing agent, foreman of staging services. Age 31, married. Excellent references. Box 179C, B•T.

Experienced tv artist, photographer desires change. One man art department. Box 180C, B•T.

FOR SALE

Stations

Station in southwest, service area 25,000. $140,000 cash, yearly gross $88,000. Single station market, no tv. Box 108C, B•T.

South Florida, agricultural area, within an hour of fishing spots and beaches. Station priced $35,000. Some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Blue Ridge Mountains station, profitable, major network, regional. $100,000 price, 30% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Controlling interest station producing $15,000 income to owner-manager. Price $50,000 on terms. Middle south secondary market. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Carolina single station market, includes real estate, $64,000. Terms to responsible parties. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Texas. Single-station market. County-seat over 15,000. Active military installation in primary area. Exclusive with Ralph Erwin. Licensed broker.

Broadcast am. Southwestern educational center. Enrollment in private schools and college facilities exceeds 2,500. Mild year-round climate. Fine resort immediate area. A single-station market. Exclusive with Ralph Erwin. Licensed broker, 1443 South Trenton, Tulsa.

Vhf television. Southwestern semi-tropical climate. Over 100,000 market. In schedule operation, absentee owners. Exclusive with Ralph Erwin, Licensed broker.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

NORTHWEST
RADIO & TELEVISION
SCHOOL

HOME OFFICE

PORTLAND, OREGON

OTHER SCHOOLS

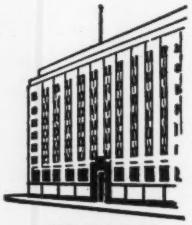
ANYONE

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

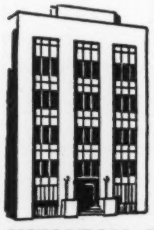
OVER 16,000 SQ. FEET

DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.

HOLLYWOOD



CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822
CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

FOR SALE

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Priced for quick sale. General Electric 250watt fm transmitter, 2 crystals, tubes with some spares, frequency modulator, monitor, 2 bay antenna, 500 feet coax. Immediate delivery anywhere in United States. Total package price, $2,495.00 cash. Box 138C, B•T.

Two tower radios 310 feet, guyed, manufactured by Blaw-Knox and Lingo, good condition with lighting and coaxial cable. 5 radar speed meters, portable, electromatic, good condition. Box 164C, B•T.

Am frequency monitor, state price and availability first letter. KCMS, Manitou Springs, Colorado.

General Radio model 1170-A fm monitor 95.3, used 2 years. Make offer. WAUX, Waukesha, Wis.

For sale: 916A L General Radio rf bridge for $325.00. WBKH, Hattiesburg, Miss.

Gates 8-channel console. Grey turntable equalizer, Gates preamps for turntables or mikes. Write for details. WCRA, Effingham, Illinois

Will sell or trade Federal Telephone fm radio transmitter—3kw—with 300 ft. coax cable and monitor. Need audio equipment. Phone WETO, or C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

For sale: Raytheon #291-A-BBA HV plate transformer 2750V @ 1.25A, primary 210-220-230V. Never used since rewound. $225. F.O.B., WRCS, Ahoskie, N. C.

Keep working capital free. Lease needed studio. transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR3-3901, Temple, Texas.

WANTED TO BUY

Stations

Want to buy radio station on eastern seaboard. Minimum annual billing $150,000. Answer confidential. Box 885A, B•T.

One or two small stations, southwest, with good potential. Information strictly confidential. Box 107C, B•T.

Equipment

Wanted 7D 21 tubes, new used two (2) channel console, KCFM, 532 DeBaliviere Blvd. (12), St. Louis, Missouri.

Transmission line adapter for use with rod antenna for Federal field intensity meter 101-B or 101-C. Chief Engineer, KCRO, San Antonio, Texas.

Wanted: Acetate disc recorder in good condition. Also two used remote amplifiers. Jim Miller, WMOO, Milford, Mass.

Wanted: Code beacon frequency monitor, limiting amplifier, etc. Pastor Schaeffer, Delevan, N. Y. Machais 8778.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

IDEAL OPPORTUNITY

For top-flight salesman, who want a salaried position, plus commissions in the fastest growing market in the Blue Grass country of Kentucky. We need and want only the best. Our need is brought about by the tremendous growth of this city and market. You will find our community offers ideal living conditions, and your only financial limitation will be your ability. This is a chance of a lifetime.

Write, wire or call

Earl Boyles

Exec. V.P. & Gen. Mgr.

WLEX-AM-TV

Lexington, Kentucky

Technical

ENGINEER

Southeast 250 watt station with Rust remote control needs competent first class engineer with announcing experience. 10 hours maintenance, 30 hours air time weekly. Send qualifications and references first letter. Write Manager, WFRP, P. O. Box 336, Savannah, Georgia.

Announcers

WE ARE . . . .

The dominant 5 KW station in a growing S. E. market, now at 500,000.

WE WANT . . . .

An experienced program director with thorough knowledge of traffic, continuity, announcing—at top salary.

WE ALSO WANT . . . .

A hard-sell, personable DJ and able continuity writer combined, to be featured on his own show daily—at top salary.

ARE YOU . . . .

Qualified for either position and ambitious? Then tell us everything—today.

Write Box 190C, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED:

Disc Jockeys for McLendon Radio Stations—KLIF, Dallas, Texas; KELP, El Paso, Texas; KTSA, San Antonio, Texas. Send tape and all information to Radio Station KLIF, 2104 Jackson Street, Dallas, Texas.

NEEDED NOW: One Man with Triple Qualifications.

Announcer: Who can handle a routine shift of music, news, sports; likes good music; can pronounce classical music titles and composers' names confidentially and correctly; who can take an evening shift with the understanding it is permanent and like it; who will be heard by limited FM good music audience for at least half his shift and won't feel his talents are being wasted.

Engineer: Whose understanding of equipment is not limited to the minimum required to get a ticket; who knows how to carry out routine maintenance and won't look helpless if trouble puts the station off the air and the Chief Engineer isn't around to help.

Music Librarian: A man who can type rapidly, understands simple alphabetical filing and can distinguish between popular music with general appeal and that which has only a rock 'n roll, jive, jazz appeal and reject it before cataloguing.

If you are this man; want to settle in a good Central Pennsylvania community; become associated with a station that continues to grow, and take over the evening shift which features LP recordings giving ample time for librarian work, please get in touch with us. The man with these qualifications will be paid $104 for a 48 hour work week. Contact Manager, WLYC, Box 389, Williamsport, Pennsylvania. Phone 2-4676.

Programming-Production, Others

NEWS EDITOR WANTED

Dominant CBS television station in a pleasant medium-sized midwestern community needs a top-flight combination writer and newscaster for radio and TV. Send resume of experience, picture, anticipated salary and tape to

Box 189C, B•T

RADIO

Help Wanted

Programming-Production, Others

CONTINUITY CHIEF

Prominent Midwest CBS Radio affiliate needs combo Continuity Chief and production man. Three now in continuity. Salary commensurate with ability and experience. Send photo and full information in first letter.

Box 197C, B•T

Situations Wanted

Announcers

TOP DJ-VOCALIST
Available

21 years experience—program director, DJ, vocalist. Own morning and afternoon radio and TV shows. Presently and for past 4 years with leading Midwest metropolitan station. Family man—age 37, contact immediately. Box 206C, B•T

EXPERIENCED—Radio Program Director—Production Manager—and Announcer with ability to sell on air—either punch or personal. Can DJ from Rock to Bach. Now in process of selling 1/3 ownership in successful station. Wish permanent employment-TV or radio. Single, 27, prefer SOUTHWEST. Leaving Illinois for Southwestern U. S. on October 29. Will be available for personal interview. Contact—Jack DuBion, 2721 Clarence Avenue, Berwyn, Illinois.

TELEVISION

Help Wanted

Salesmen

This forceful . . . 34 year old sales executive has an increasingly successful record in sales administration with one of the nation's well known radio and television stations. The sales organization he now operates is successful but self limiting due to market restrictions. He is free to travel or relocate for a challenging job with top station or firm.

Box 943A, B•T

Programming-Production, Others

Established network vhf needs experienced:
Program Assistant (Girl)
Continuity Writer
2 Cameramen (Program Department)
Producer Director
Weather Girl—Stenographer
Film Editor
Forward full resume, references, salary requirements and photo.
Box 967A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Continues from page 260

July 4: Harold E. Fellows signs five-year contract to continue as NARTB president.

July 4: NBC-TV revamps daytime programming; will have "service" in morning, "entertainment" in afternoon.

July 11: Contract between DuMont and Jackie Gleason Enterprises calls for Gleason's *The Honeymooners* to be done as Electronican film program for CBS-TV 30-minute Saturday night series.

July 11: CBS buys second uhf station, WGTH-TV Hartford, Conn., from General Teleradio for $650,000.

July 18: CBS Radio affiliates accept network's single-rate plan.

July 18: Canada, a B•T report on the postwar boom above the border.

July 18: Paul W. White, former CBS vice president and news chief, dies at 53.

July 25: FCC names committee to conduct study of network operations.

July 25: FCC Comr. John C. Doerfer proposes changing New York City's seven tv stations from vhf to uhf and perhaps making some change in other major markets on theory that if uhf is capable of delivering good service the big city is the place to put it to work.

July 25: General Teleradio buys RKO Radio Pictures for $25 million.

July 25: House Un-American Activities Committee announces it will hold hearings in alleged Communist infiltration of radio-tv and other entertainment fields.

Aug. 1: Westinghouse Electric Co. will sponsor 1956 Presidential campaigns from conventions to election on CBS Radio and CBS-TV at $5 million cost.

Aug. 1: Combination diary-recorder method of audience measurement comes close to meeting "ideal" established by Advertising Research Foundation's Radio-Television Ratings Review Committee.

Aug. 1: WFMZ-TV Allentown-Bethlehem-Easton, suspended uhf station, offers to serve as toll tv guinea pig with operation 56% pay-to-see programming, 44% normal tv basis for three-year test period.

Aug. 1: U. S. Court of Appeals for District of Columbia rules that FCC erred in dismissing protest of WSAY Rochester against 1952 grant of ch. 10 in that city to share-time WHEC-TV and WVET-TV; law requires FCC to postpone effective date of grant, but station has been operating since Nov. 1, 1953.

Aug. 8: Plan to liberalize tv mileage separation and drop in channels between existing stations, providing for 200 more vhf stations, is proposed by Washington law firm of Welch, Mott & Morgan and consulting engineer John H. Mullaney.

Aug. 8: Aluminum Co. of America buys all availabilities on eight NBC-TV programs for a one-day saturation campaign on Dec. 6 for $140,000.

Aug. 15: DuMont Tv Network to cease operations if stockholders of Allen B. DuMont Labs ratify "spinoff" proposal to separate manufacturing and broadcasting functions into individual organizations.

Aug. 22: U. S. Census Bureau says 32 million homes, 67% of all U. S. households, have tv.

Aug. 29: Senate Juvenile Delinquency Subcommittee headed by Sen. Estes Kefauver (D-Tenn.) recommends that FCC establish program censorship, that all broadcasters join NARTB and all tv film be urged to subscribe to the Tv Code.

Aug. 29: Tv proves its ability to cover court proceedings unobtrusively and decorously in test performance at American Bar Assn. meeting in Philadelphia.

Sept. 5: Claiming interference in Havana, Cuban broadcaster suggests that Miami be made an all-uhf city.

Sept. 12: NBC Radio proposes to extend *Monitor* to weekdays, reduce station compensation by 25% and open up additional evening programs for network sale of participations.

Sept. 12: NARTB prepares for fall schedule of eight regional meetings in place of previous pattern of 17 district sessions.

Sept. 19: Radio, recovering from the impact of tv competition, is on the way up in audience and sales; medium's 1955 status is examined from all angles in a special 150-page section of B•T.

Sept. 19: Republic Pictures signs government consent decree to make its feature pictures, in 16 mm prints, available to tv and other non-theatre purchasers.

Sept. 19: FCC will consider subscription tv, but will handle more pressing problems, such as those of uhf-vhf and deintermixture, first, Chairman McConnaughey states.

Sept. 26: FCC Comr. Robert E. Lee proposes that Commission give up on uhf and expand vhf by relaxing rules and getting more spectrum.

Sept. 26: Commercial television starts in England as Independent Television Authority puts its London station on air.

Oct. 10: FCC asks Office of Defense Mobilization to give some of its vhf channels to broadcasting, take uhf bands in return; CBS proposes drop-in plan to provide at least three competitive tv services for nation's top 100 markets; ABC suggests retaining uhf, deintermixing where practicable and adding vhf frequencies wherever possible to give at least three vhf channels to major markets.

Oct. 10: FCC agrees to release financial and operational data obtained from stations and networks to Senate Commerce Commit-

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.
A confidential service to Radio and TV Stations, and program producers, anywhere.
Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-3900
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

tee on confidential basis, after Dept. of Justice advises such release is legal.

Oct. 10: NBC announces Program Extension Plan to build network business for small market stations by making them available to advertisers on dividend formula that lowers their cost to the sponsor without reducing their rates.

Oct. 17: MBS cuts personnel 25% in "belt-tightening" program reportedly designed to free more money for programming.

Oct. 17: Under present economic conditions 600 tv stations is maximum the nation can support, according to an analysis prepared by Sidney S. Alexander, economic advisor to CBS.

Oct. 17: Coca-Cola shifts its $18 million-a-year advertising budget to McCann-Erickson after 49 years with D'Arcy Agency.

Oct. 17: Radio's ability to sell wristwatches and trucking service, to solve problems of small local or large national businesses, is described and praised at first National Radio Advertising Clinic, two-day New York meeting held by Radio Advertising Bureau.

Oct. 17: FCC grants first permits for fm stations to engage in functional music operations to WWDC-FM Washington and WPEN-FM Philadelphia.

Oct. 17: U. S. Supreme Court refuses to review decision of New Mexico Supreme Court that state school tax of 2% on gross incomes is legal on local revenues of broadcast stations; KOB Albuquerque has fought tax for 10 years on basis that broadcasting is interstate commerce and so exempt from state and local taxes.

Oct. 17: ABC Radio affiliates praise network's plan for evening programming based on personalized listening concept; plan calls for 2½ hours to be programmed and sold in five-minute segments.

Oct. 17: DuMont Broadcasting Corp. is organized with Bernard L. Goodwin, vice president and general manager of music publishing subsidiaries of Paramount Pictures, as president.

Oct. 31: Jack Wrather, John L. Loeb and Richard Buckley buy WNEW New York for $4 million, top price to date for a radio station.

Nov. 7: NBC board appropriates $9 million for color tv; to build new studios in Brooklyn and Burbank and turn WNBQ (TV) Chicago into world's first all-color station.

Nov. 7: Charles T. Ayres moves to NBC as vice president in charge of NBC Radio; Don Durgin succeeds him as vice president in charge of ABC Radio.

Nov. 7: FCC tells TelePrompTer that its proposed private line telegraph service for broadcast stations would constitute a communication common carrier operation.

Nov. 7: Sigma Delta Chi marks KDKA Pittsburgh as a "historic site in journalism" in placque presentation on 35th anniversary of station's beginning of regular broadcasting.

Nov. 14: FCC denies all deintermixture proposals, pending a full reconsideration of the entire tv allocations plan.

Nov. 14: Chris J. Whitting is appointed general manager of Consumer Products Div. of Westinghouse Electric Corp.; Donald H. McGannon succeeds him as president of Westinghouse Broadcasting Co.

Nov. 14: U. S. Tax Court rules that sale of Jack Benny's Amusement Enterprises to CBS in 1948 was a capital gains transaction, not a deal for Mr. Benny's personal services.

Nov. 21: Film programs occupy almost half of total tv broadcast time, B•T's continuing survey shows.

Nov. 21: Forward scatter propagation is seen as potential medium for development of intercontinental television by scientists at Washington conference; R. P. Haviland, GE research engineer, suggests use of man-made satellites as tv relay points for transoceanic telecasts.

Nov. 28: General Teleradio and RKO Radio Pictures merge as RKO Teleradio Pictures; General Tire & Rubber Co. buys out R. H. Macy & Co.'s 10% interest to become sole owner.

Dec. 5: 1954 was first year that broadcasting revenues passed billion-dollar mark, FCC reports, with radio-tv total of $1,042.5 million; also first year that tv passed radio, with $595 million for video to $449.5 million for audio broadcasting.

Dec. 5: FCC rescinds decision of July to permit vhf tv stations in Zone I to broadcast with maximum power from antennas 1,250 feet high, setting maximum height for maximum power back to 1,000 feet.

Dec. 12: Young & Rubicam is top agency user of broadcast media in 1955, spending $72 million for radio-tv advertising for its clients.

Dec. 12: Farm families with tv increase from less than 3% in 1950 to 35.5% in 1954, Census of Agriculture reveals.

Dec. 12: U. S. District Court upholds right of motion picture companies to withhold films from tv.

Dec. 12: ABC-TV buys 100 feature films from J. Arthur Rank for its *Afternoon Film Festival.*

Dec. 12: Robert W. Sarnoff is elected NBC president; Sylvester L. Weaver becomes board chairman.

Dec. 12: Initial decision favors renewal of license for WICU (TV) Erie, owned by Edward Lamb.

Dec. 12: KWTX-TV Waco, Tex., is first tv station to cover a murder trial with live telecasting; wins praise for dignified and inconspicuous coverage.

Dec. 19: Pepsi-Cola moves its $10.5 million advertising budget from Biow-Beirn-Toigo to Kenyon & Eckhardt.

Dec. 19: Bamberger Co., Newark department store, buys $1 million 52-week radio-tv campaign on WAAT-WATV (TV) Newark.

Dec. 19: National Telefilm Assoc. buys 10 Selznick feature films for over $1 million.

Dec. 26: FCC tabulation for fiscal 1955 (ended June 30) shows 2,840 am stations, 582 tv stations and 552 fm stations authorized.

Dec. 26: Comdr. T. A. Craven urges new allocation plan with at least 65 tv channels.

1956

Jan. 2: Broadcasters face probe by Senate Commerce (Magnuson) Committee on tv networks and allocations, radio-tv coverage of presidential election year activities and demands for free political air time.

Jan. 2: 41-year-old Erwin, Wasey & Co. bought by Howard D. and David B. Williams, latter executive vice president.

Jan. 2: AAAA President Frederic R. Gamble predicts 5-10% rise in advertising for year; ANA President Paul B. West sees increase to $9 billion-plus; consultant Richard P. Doherty sees $1.38 billion broadcaster revenue.

Jan. 2: C&C Super Corp. pays $15.2 million to RKO Teleradio Pictures for 740 feature films, 1,000 short subjects; UM&M making big buy of Paramount shorts, CBS negotiating for $5 million purchase of Terrytoons.

Jan. 2: FCC approves Westinghouse-NBC radio-tv stations swap.

Jan. 9: National Telefilm Assoc. planning $1.2 million movie films purchase. Screen Gems compiling list of 104 features for tv, announces $12 million budget.

Jan. 9: D'Arcy gets $6 million Parckard account.

Jan. 9: B•T's fifth market story, on the Pacific Northwest.

Jan. 16: Radio-tv keep department store sales up in Detroit, despite newspaper strike.

Jan. 16: Revlon moves most of $3.5 million account to BBDO.

Jan. 16: NARTB group devises uniform station film contract.

Jan. 16: Congress passes Sec. 309 (c) "economic protest" amendment to Communications Act.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE
☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name title/position

company name

address

city zone state

Please send to home address — —

Jan. 16: Life Music Inc. sues to nullify BMI, ASCAP, SESAC blanket music licensing.

Jan. 23: B•T survey finds agencies want guaranteed radio-tv circulation, but doubt it's possible.

Jan. 23: Biow-Beirn-Toigo gives up newly-acquired $9 million Schlitz account.

Jan. 23: FCC grants Miami ch. 7 to Knight-Cox group.

Jan. 30: Democrats name Norman, Craig & Kummel as agency: GOP keeps BBDO.

Jan. 30: Magnuson Committee opens tv hearing with testimony from FCC on to allocations, deintermixture, pay tv.

Jan. 30: J. Walter Thompson Co. gets Schlitz account to top total $60 million 1955 radio-tv billings.

Jan. 30: AT&T reaches consent agreement with Justice Dept. on patent licensing.

Jan. 30: B•T's sixth market story, on California.

Feb. 6: AAAA enters consent decree with Justice Dept., agrees not to require 15% agency commission.

Feb. 6: Biow-Beirn-Toigo loses $6 million Philip Morris account to N. W. Ayer & Son.

Feb. 6: House Transportation & Communications (Harris) Subcommittee opens hearings on several communications bills with testimony from FCC on newspaper ownership of tv stations, equal political time, antenna farms, broadcaster libel relief; from CBS on Stanton proposal to amend Sec. 315 of Communications Act.

Feb. 13: Broadcasters argue unobtrusiveness of coverage in arguments before Colorado supreme court.

Feb. 13: Foote, Cone & Belding gets $15 million Ford account.

Feb. 13: 350 reply comments filed in FCC's tv allocations proceedings.

Feb. 20: B•T estimates radio sales in 1955 at $455.6 million, up from 1954 slump.

Feb. 20: MBS guarantees circulation to advertisers, based on Nielsen ratings.

Feb. 20: NARTB asks FCC for remote operation for all radio stations.

Feb. 20: Senate and House Commerce Committees hear usual pro, con testimony on bills to ban alcohol ads.

Feb. 27: B•T finds no public groundswell against alleged ad abuses; government officials warn broadcasters, anyway.

Feb. 27: NBC billings up 23% for 1955, tv up 35%.

March 5: President Eisenhower uses radio-tv to announce intention to run. Democrats ask for equal time.

March 5: PRM, investment firm, buys Warner Bros. library of 850 feature movies, 1,500 shorts for $21 million.

March 5: Long-smouldering revolt by Hollywood AFM Local 47 erupts against parent AFM's $14 million trust fund; Local 47 moves to impeach its president; AFM orders probe by 5-man group.

March 5: Colorado Supreme Court favors radio-tv court coverage in historic recommendation.

March 5: Magnuson Committee hears Justice Dept. antitrust head on pending probes of WBC-NBC swap, option time and must buys, network control of programs; uhfs in criticisms of FCC allocations and requests for deintermixture; and others.

March 5: House Antitrust (Celler) Subcommittee opens broadcast industry probe with testimony by Justice Dept. antitrust head pending probe of WBC-NBC stations swap.

March 12: B•T lists top 25 agencies in spot broadcast buying, led by Ted Bates, Young & Rubicam, McCann-Erickson.

March 12: Free & Peters becomes Peters, Griffin, Woodward Inc.

March 19: Hubbell Robinson Jr. and Merle S. Jones elevated to CBS-TV executive vice presidents.

March 19: House Small Business (Evins) Subcommittee charges that FCC admitted influence by networks.

March 19: ANA convention hears 15% agency commission likely to continue.

March 26: CBS Inc. reports sales $316.5 million, net income $13.39 million in 1955 for all-time high.

March 26: Evins Subcommittee subpoenaes CBS, RCA-NBC records, quizzes two broadcasters on "influence," in FCC decisions.

April 2: Magnuson Committee hears Richard Moore, KTTV (TV) Los Angeles, charge that tv network option time, must buys, violate antitrust laws. ABC, CBS, NBC testify on allocations.

April 2: FCC proposes antenna farms.

April 2: ABC breaks into profit column in 1955, AB-PT annual report says.

April 9: B•T survey finds auto advertisers think tv effective—in follow-up of earlier criticism of tv effectiveness by Ernest Jones, president of MacManus, John & Adams (agency for Pontiac).

NBC
CBS
MBS
CBS
NBC
MUTUAL

BIRTH OF A FAMOUS PHRASE

THE term "Fireside Chat," employed by President Franklin D. Roosevelt to describe informal White House radio and tv broadcasts to the people, originated in a radio studio.

Shortly before FDR went on the air following declaration of the bank holiday in March 1933, right after his inauguration, Harry Butcher, at that time director of the CBS Washington office at WTOP (then WJSV), was talking over the Presidential introduction with Ted Church, CBS Washington newsman who was special events director at the time. Mr. Butcher later became CBS Washington vice president and currently is president of KIST Santa Barbara, Calif., and minority stockholder in KEYT (TV) that city.

The following dialogue took place between Messrs. Butcher and Church:

CHURCH: I don't like this one, Harry. I made it a little too stiff. It's the usual formal thing. I think we ought to get something more human.

BUTCHER: You're right, Ted. The President says he isn't just making a speech. He wants to sit down and talk to people just as if they were here.

CHURCH: Just a sort of friendly chat.

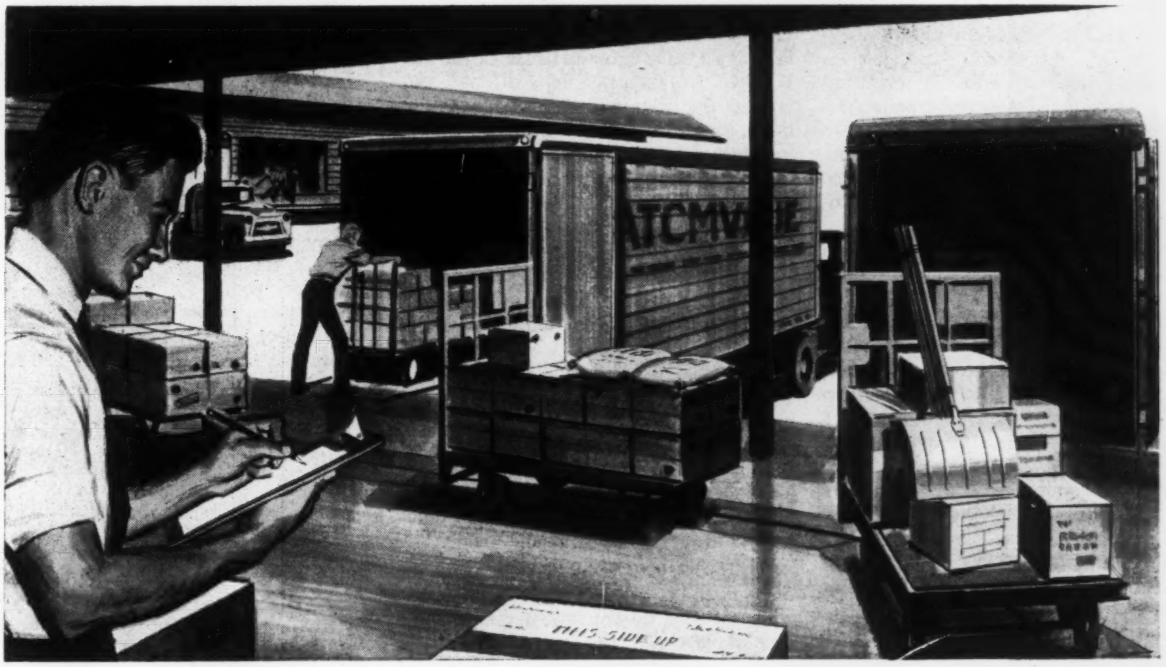
BUTCHER: Sure. Let's see . . . he's broadcasting from the diplomatic reception room; that sounds stuffy—mmm—, there's a fireplace in there, isn't there?

CHURCH: Sort of a fireplace.

BUTCHER: Fireplace . . . friendly chat . . . people listening to their President as if he were right at their own firesides . . . I know, I think I've got something. Let's call it a "fireside chat."

Later Marvin McIntyre, Presidential secretary, said FDR liked the fireside chat idea. "Maybe we'll have a series of them . . . fireside chats to the nation," Mr. McIntyre told Mr. Butcher. "I think maybe you put a new phrase in the American language."

Bob Trout, CBS newsman, was the first to use the phrase on the air.



Competition In Transportation Has Been Good For You!

NOWHERE else in the world does the businessman, the farmer, the consumer enjoy the kinds and quality of transportation service available here in the United States.

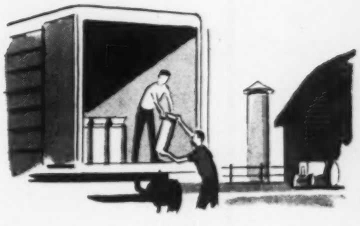
Under the spur of competition, the trucking industry makes remarkable improvements in terminal operations through efficient mechanization — railroads strive to cut running time — airlines tailor air-freight to shipper requirements — the whole field of transport service researches, adapts, changes and improves.

This is *service* competition which benefits everyone concerned — which has given American agriculture and industry the finest transportation in the world.

Now, some would like to throw the emphasis on virtually unrestricted *rate* competition. We tried unrestricted rate competition once before — and it nearly wrecked our developing country. Now we have vigorous price competition, to be sure, but with built-in safeguards to protect shippers, carriers, and public alike.

Does service competition result in lower costs to the public? The answer is that all transportation today receives less of the national sales dollar than it did in 1929, although performing far more service for every dollar received.

. . . the businessman



. . . the farmer

. . . the consumer

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

THE EFFORTS TOWARDS SELF-DISCIPLINE

SELF-DISCIPLINE as an industry policy in maintaining program and advertising standards began with the formation of the old National Assn. of Broadcasters in 1923. General rules of conduct were adopted for the guidance of broadcasters, with a revised version adopted in 1929. This lasted until 1935 when a 10-point code was adopted.

The 1935 version included a ban against per inquiry business, a touchy clause that was dropped when the first detailed set of standards was put into operation in 1939. This version covered children's programs, controversial issues, education, news, religion and commercials along with a statement listing 13 types of unacceptable advertising accounts.

Limits on commercial copy in the 1939 code were roughly the same as those now prevailing for radio and tv, ranging from 2½ minutes for a nighttime quarter-hour to six minutes for a nighttime hour. But the most controversial part of the code—a part which eventually was to bring about its death—was a clause banning discussion of controversial issues in sponsored programs unless they were of the forum type or political broadcasts.

This clause, and a provision specifying that religious broadcasts should be spiritual rather than crusading, encountered trouble within weeks. A code compliance committee issued a September ruling interpreting the July code. While not specifying Father Charles E. Coughlin, militant clerical broadcaster (see story, page 196), the interpretation was generally accepted as a slap at the priest and many stations refused to join his independent radio hookup. The interpretation struck at "neutrality" references on the air, an obvious reference to Fr. Coughlin's effort to form an army of peace to march on Washington in protest against a change in neutrality laws. Some civic groups strongly opposed the code clause as a form of censorship.

The code ran into serious trouble June 2, 1944, when the United Automobile Workers (CIO) protested renewal of the WHKC Columbus, Ohio, license on ground the station had refused to sell time for a union program soliciting memberships and discussing controversial topics. WHKC offered a defense that cited the NAB code. WHKC and the union made peace when the station agreed to base its policy on individual cases rather than the NAB code.

A year later the FCC pulled the props out of the NAB code structure by ruling that broadcasters should sell time for controversial issues. That was June 26, 1945. Within six weeks NAB had completely rewritten its code, deleting the controversial issue language and turning the decision over to station managers. Time limits of commercials were sharpened, with the one-hour commercial time limited to six minutes, day and night.

Two years later—at Atlantic City in September 1947—NAB again rewrote the code, insisting on the formal title, Standards of Practice. The convention debate was lively. A re-worked version was approved in spring, 1948 at the industry convention in Los Angeles. This stronger document was designed to meet the criticism of organized groups.

The association's name was changed to National Assn. of Radio & Television Broadcasters, bringing in tv, with a special video code discussed and adopted in October 1951. A new enforcement device, the tv seal of good practice, was added to the tv code and a five-man board was elected to administer the document. John E. Fetzer, WKZO-TV Kalamazoo, Mich., was first chairman. He was succeeded by G. Richard Shafto, WIS-TV Columbia, S. C.

As of October 1956, NARTB has two codes in active operation. There is no enforcement device for the radio document, but a committee is working on ways of promoting adherence to its provisions.

April 16: ODM denies additional vhf spectrum space to broadcasting.

April 16: TvB, in first report of kind, says national advertisers were buying tv—spot and network—at rate of $880 million a year in last quarter of 1955.

April 23: More than 4,500 broadcasters, others attend NARTB Chicago convention, keynoted by ABC President Robert E. Kintner. Ampex Corp.'s new tv tape recorder ($4 million in orders) steals show; NBC's WNBQ (TV) Chicago goes full color; MBS unveils new sales plan; fm stations plan group separate from NARTB; vhfs plan protective group to maintain maximum power.

April 30: Sen. John W. Bricker (R-Ohio), ranking Republican on Senate Commerce Committee, reveals confidential FCC figures on CBS and NBC revenues through 1954 in report, "The Network Monopoly."

April 30: AAAA convention dominated by talk on merits of 15% agency commission system. Robert D. Holbrook, Compton Adv., elected chairman.

April 30: Crowell-Collier Publishing Co. buys four radio and three tv stations in $16 million-plus agreement to become third largest non-network multiple owner.

April 30: John B. Poor named MBS president.

May 7: FCC reported studying plan to make U.S. west of Mississippi River all-vhf, east of river all-uhf.

May 14: SRA to issue monthly report on radio spot sales.

May 14: TvB reports national tv—network and spot—hit $217 million billings for first quarter of 1956.

May 14: FCC sends questionnaire to tv networks asking financial data on affiliate compensation and costs to advertisers in FCC's network study.

May 21: President Eisenhower nominates engineer T. A. M. Craven to FCC.

May 21: National Telefilm Assoc. buys UM&M Corp., leases 52 20th Century-Fox Film Corp. features.

May 28: NBC charges film interests are behind attack on tv networks by Richard Moore of KTTV (TV) Los Angeles before Magnuson Committee.

May 28: McCann-Erickson gets $12 million Chesterfield account.

May 28: U.S. Supreme Court upholds FCC's multiple ownership rule in Storer case decision.

May 28: Triangle Publications hits top bracket of multiple owners with $5.4 million purchase of WNHC-AM-FM-TV New Haven.

June 4: Power tv stations, mostly vhfs, organize to resist curbs on maximum coverage.

June 11: CBS Radio announces 6 1/4% boost in rates to affiliates.

June 18: Magnuson Committee hears testimony against regulation of networks by FCC from network presidents Frank Stanton of CBS, Robert W. Sarnoff of NBC, Robert E. Kintner of ABC. They defend option time, must buys and other network practices as wholly legal and not monopolistic; say the present networking system works to the advantage of stations, advertiser and public; that network regulation of restrictions would endanger networks and television; that present tv allocations should be corrected.

June 18: AFM convention supports parent union in Hollywood's Local 47 revolt against trust fund.

June 25: Federal grand jury begins probe of Westinghouse-NBC stations swap; summons NBC and WBC officials for testimony.

June 25: Magnuson Committee hears testimony by tv network affiliates in support of option time, must buys; Westinghouse Broadcasting official says NBC "forced" radio-tv stations swap.

June 25: Fund for Republic report charges "blacklisting" in radio-tv industry by powerful individuals.

June 25: Loew's Inc. announces intention to enter tv field.

June 25: NARTB Tv Code Board admits tv film producers, distributors.

June 25: Senate confirms nomination of engineer T. A. M. Craven to FCC.

July 2: FCC uncovers plan for long range shift of tv to all-uhf; for present, proposes deintermixture in 13 markets.

July 2: National Telefilm Assoc. outlines plans for tv film network.

July 2: Celler Subcommittee resumes hearings on probe of broadcast industry with testimony from FCC on Westinghouse-NBC swap. Reveals FCC staff report indicating possibility of "force" on part of NBC.

July 9: SRA reports national radio spot sales well ahead of 1955.

July 9: Industry skeptical of FCC allocations plan B•T check finds. Unidentified industry spokesmen are doubtful that FCC is serious about move to all uhf.

July 16: Westinghouse Broadcasting Corp. radio stations drop NBC Radio affiliation, meet NBC criticism that WBC insisted on "special treatment."

July 16: Celler Subcommittee hears FCC on alleged monopoly of tv by networks; reveals confidential FCC figures on tv network returns for 1955.

July 16: CBS Inc. shuts down tv set-making division, CBS-Columbia.

July 23: Magnuson Committee issues report supporting FCC on allocation proposals, urges speed to help uhf. Two members of committee dissent, urging FCC to keep present plan.

July 23: New Gates Radio Co. tape-disc system promises entirely automatic radio station operation.

July 23: B•T seventh market story, on Texas.

July 30: ABC submits plan to FCC and Congress for equal tv facilities in top 200 markets.

Aug. 13: 97 telecasters join new Assn. of Maximum Service Telecasters, which plans $100,000 engineering survey in efforts to resist curbs on maximum coverage.

Aug. 13: B•T estimate indicates filmed shows will account for half-billion dollars for the 1956-57 season in time-and-program

Aug. 27: 725 MGM features leased to CBS, King Broadcasting Co.'s two tv outlets and Triangle Publications' four tv stations for estimated $16-$20 million.

Aug. 27: Planned WIND Chicago sale to Westinghouse Broadcasting for $5.3 million is record for radio outlet; J. H. Whitney & Co. signs to buy radio-tv properties in both Indianapolis and Ft. Wayne for total $10 million.

Sept. 3: Crowell-Collier Publishing Co., after some uncertainty, comes through with financial backing for $16 million stations purchase.

Sept. 3: Sindlinger & Co. says tv lost viewers because of political convention coverage; Trendex says tv viewing exceeded that for regular programs.

Sept. 3: Network officials say they lost $4.1-$5.1 million by convention coverage.

Sept. 3: NBC-TV plans to increase color schedule 500% in fall.

Sept. 10: Big push for release of post-1948 movies to tv begins as men from 10 major studios huddle in Hollywood to explore a united plan for same.

Sept. 10: NBC Board Chairman Sylvester L. (Pat) Weaver resigns, leaving President Robert W. Sarnoff in charge. Four executive vice presidents named.

Sept. 17: NTA Film Network reports lineup of 104 affiliate tv stations, plans Oct. 15 start.

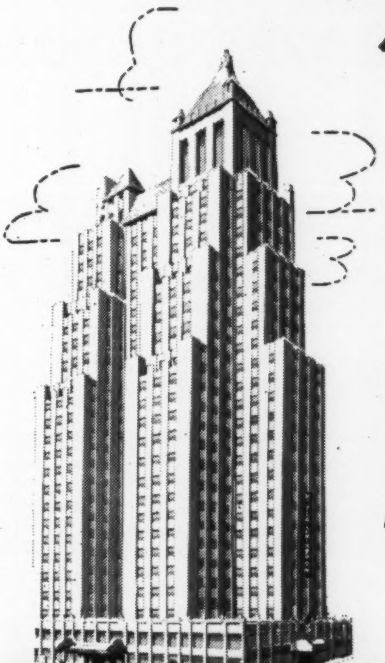
The Continental Divide Station
KXLF-TV 4
COPPER STRIKE BOOM TOWN
Butte and Montana

TV FILM • Radio Commercials? Call HOllywood 5-6181

The Song Ad Crew Is Ready!

At 6000 Sunset Boulevard, Hollywood, Song Ad Film-Radio Productions has the country's *only* complete-under-one-roof organization creating ideas, music, animation and live action for your television film and radio commercials. Song Ads has developed special ways (no one else has 'em!) of working successfully by mail and phone with agencies in all parts of the U.S.A. You and your client *save* travel time and cost. You *gain* the creative and production skill of a powerhouse group of television-radio-film ad men whose solving of other agencies' problems has resulted in a string of success stories yay-long. Write or call us collect. Now!

SONG AD
Film-Radio Productions
6000 SUNSET BOULEVARD
HOLLYWOOD 28, CALIF.
San Francisco: Russ Bldg.—SUtter 1-8585



People who know . . .
stay at the
Hotel Lexington

- 3 Minutes from Grand Central
- Convenient to Fifth Avenue Shopping
- All Outside Rooms with Tub and Shower
- Radio; Television; Circulating Ice-Water

delightfully AIR CONDITIONED

HOME OF THE FAMOUS
'Hawaiian Room'
Known For Authentic Hawaiian Cuisine and Native Entertainment
see your local travel agency or write to Promotion Dept. for Brochure 124

Near the United Nations
Hotel Lexington
LEXINGTON AVE. at 48th ST., NEW YORK CITY, 17

FOR RESERVATIONS AND FURTHER INFORMATION, PHONE:
CHICAGO: DEarborn 2-4432 BOSTON: HAncock 6-6625 MIAMI: FRanklin 9-8331

COVERAGE
where it
COUNTS!

NORFOLK-PORTSMOUTH-NEWPORT NEWS
VIRGINIA
JUST CALL FORJOE.

Somewhere
Every Day

Radio and Television
Stations
are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF
PRIVACY
COPYRIGHT
VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims—
BUT YOU CAN
INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES
EMPLOYERS
REINSURANCE
CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

Sept. 17: FCC Chairman George McConnaughey says he will ask for five-year licenses for stations.

Sept. 24: Celler Subcomittee hears ASCAP witnesses say networks and BMI dominate nation's music. BMI denies and is echoed by ABC President Robert E. Kintner, who also defends network practices. Subcommittee reveals network's affiliation contracts.

Sept. 24: FCC meets with industry representatives to discuss "crash" program to save uhf.

Sept. 24: Tv pioneer Klaus Landsberg, KTLA (TV) Los Angeles, dies.

Oct. 1: Brig. Gen. David Sarnoff, RCA board chairman, observes 50 years in electronics, predicts score of technical advances in next 20 years.

Oct. 8: Tv billings for fall are paced at $100 million a month, annual B•T preview discloses.

Oct. 8: RKO-Teleradio Pictures drafts integration plan designed to place movie stars and executives at disposal of Mutual network.

Oct. 8: RCA scientists present Gen. Sarnoff with "gifts" asked for on his 45th anniversary: magnetic tape player for tv programs, electronic air conditioner and electronic amplifier of light.

Oct. 15: Broadcasting • Telecasting begins its 26th year as the businessweekly of radio and television.

DOMINION'S RADIO-TV MAKES IMPORTANT STRIDES DURING THE LAST QUARTER CENTURY

IN THE QUARTER CENTURY since B•T began reporting on the Canadian broadcasting industry, Canadians have continued to show a preference for United States programs. While there have been fundamental changes in the control of broadcasting in Canada in that quarter century, there has been no basic change in the demand by listeners and viewers for American type programs.

U. S. advertisers, mostly through Canadian subsidiary companies, have been the mainstay of commercial broadcasting development. In recent years this has grown to such volume that more and more U. S. advertising agencies have opened offices in major Canadian cities to handle the accounts. About one-fifth of all advertising agencies in Canada today are subsidiaries of U. S. agencies.

U. S. equipment also dominates in Canadian radio and television stations, recording and film studios, though some British equipment has entered in recent years with opening of television stations. Much of this American-designed equipment is made in Canada, in Canadian subsidiary factories. The same goes for radio and television receivers, most of which are made in Canada of U. S. design by subsidiaries of American companies or by Canadian companies on a licensing basis.

Despite this predominance of U. S. broadcasting preference in Canada, there is practically no U. S. capital involved in the ownership of Canadian radio and television stations. While the Canadian government owns a large number of stations, the majority are owned by Canadian businessmen, most of them in the community in which the station is located.

When B•T began to report on the Canadian broadcasting industry 25 years ago, Canada's broadcasters were just recovering from the shock of the first Royal Commission on Radio Broadcasting, headed by the late Sir John Aird. That commission recommended to the government the nationalization of the radio broadcasting industry, the establishment of high powered government stations to cover the country, and a minimum of commercial programs.

The Canadian government never fully implemented the Aird Commission report, but in 1932 established the Canadian Radio Broadcasting Commission, with authority to develop Canadian programs and take over a chain of stations operated till then by the government-owned Canadian National Railways. Privately-owned stations were to remain in existence.

That commission lasted till 1936 when new legislation brought into being the Canadian Broadcasting Corp. as a government-owned company to regulate all broadcasting in Canada and enter the business of commercial broadcasting on a national scale with 50 stations. Stiff regulations for control

The
BUD WILKINSON
SHOW

A new and different kind of sports program

39 action-filled quarter hours covering all sports. From football to ice hockey . . . basketball to figure skating. Features Bud Wilkinson, America's leading football coach and a fine television personality. Specially filmed slow motion sequences on all sports . . . guest appearances by leading personalities like Wes Santee, Barbara Ann Scott, Allie Reynolds, Doak Walker, and a host of others. Helps spectators get more fun out of watching and participants perform more. Entertains the whole family. Priced realistically, ready for immediate release. Get all the facts now, call CEntral 6-8955.

SPORTLITE, INC.
20 N. WACKER DRIVE
CHICAGO, ILLINOIS

commercial network business, it added privately-owned stations to the networks and recommended licensing of new independent stations by the Canadian government. To fight the stiff restrictions on programming and advertising time limits, the privately-owned stations strengthened their national organization, the Canadian Assn. of Radio & Television Broadcasters. Gradually easement of regulations was won, including price mention, increased commercial content per quarter-hour and sponsorship of newscasts. As CBC required constantly increasing commercial business to stay within its budget more restrictions were lifted, especially in recent years with the advent of television.

Today Canadian broadcasters are anticipating the report of the third Royal Commission on Broadcasting, headed by R. M. Fowler, president of the Canadian Pulp & Paper Assn. This commission has been holding hearings since spring. Its report is due sometime this winter. While primarily looking into new ways to finance the CBC, the Fowler Commission is also expected to advise on the future regulation of the entire broadcasting industry. The private stations have asked through their association for an independent body to regulate both CBC and the independent stations, and for the right to form their own networks.

The fact that more and more radio and television stations are being licensed by the Canadian government on the recommendations of the CBC leads to the belief that the future will see little change in the *status quo* of Canadian broadcasting.

Favor U.S. Programs

While Canadians as a matter of national pride want to develop their own culture by way of dramatic and other radio and television productions, the majority of Canadian listeners and viewers tend to favor U.S. programs, both live and recorded. Canadian subsidiaries of American companies such as Kraft Foods, Lever Bros., Procter & Gamble, General Foods, Kellogg, Westinghouse, Miles Laboratories, Gillette, Texaco, to mention a few, sponsored radio network shows over the years and now sponsor network tv programs. Others such as Colgate-Palmolive, H. J. Heinz, Household Finance, S. C. Johnson & Son, Bulova, Bristol Myers, General Mills, Coca Cola, Singer Sewing Machine, Carnation Milk, Swift, to name but a few, sponsor recorded radio and filmed tv programs on individual and network stations.

A big business, mostly financed by Canadian capital, has been built up over the years in the Canadian representation of United States and some British transcription and film companies. Practically all such organizations are represented in Canada; few deal directly with Canadian stations.

In the quarter century since B•T has covered the Canadian broadcasting industry the number of radio stations has grown from about 50 to 182 today, with 37 television stations now in operation. The number of radio homes has quadrupled in that time to the present 3,750,000, and Canada's population has increased from 10.5 million to just over 16 million today.

FOR A HAPPY PRESENTATION

The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.

Because Precision's staff of specialists adds its own creative efforts to yours by the use of *specially* designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original...Yes, and maybe more!

So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the *accurate, sound and exact* processing your films deserve.
Remember: Precision is the pace-setter in processing of all film. No notching of originals—scene to scene color correction, optical track printing, all are the very best...35mm service, too!

you'll see and hear

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER, INC.

in everything, there is one best . . . in film processing, it's Precision

Better Programming...

What's it worth to you?

• Save money . . . make money . . . with Standard's **SHORTY-TUNES** . . . for better, more flexible, more profitable programming! • Only 1¼ minutes average length — get precious extra minute for extra commercial without double or triple spotting. • Outright buy—No contract. Send for ONE month trial 20 Tunes for *only* $8.50.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Avenue, Chicago 1, Illinois

— editorials

First Quarter

IN THIS issue our editors take you on a tour of the last 25 years, as reported in the pages of this journal. It is an exciting, vivid narrative of an art and industry without parallel in our history. There are photographs that awaken memories. Radio and television have outstripped even the wildest predictions made for them.

We can learn from the past. But we cannot live in it. What happens next week or next year is the concern of all of us. The pioneers fought the battle for "Radio by the American Plan" as against the European plan of state control (or government ownership). That battle was won. The fight now is to acquire for broadcasting professional acceptance at all levels like that accorded the press, of which it now is an integral part. Broadcasting must defend its free estate against incursions by conniving politicians, bureaucrats and reformers.

We round the bend into our second quarter-century proud of the field we serve. Our constant effort is to do a better job of reporting the news of our field. And we'll continue to express our own views in these columns as constructively as we know how, without grinding anybody's axe.

The Energetic Mr. Benny

CONSIDER Jack Benny.

In the early 1930's he left Earl Carroll's Vanities, and a salary of $1,500 a week, "to *try* to get into radio." Because, as he told B•T just a few days ago (see interview, page 118), if people in radio "with names we never heard of before had become more popular than we who had been in show business all our lives . . . this is the business to get into."

Twenty years later, along came television and into it went top radio star Jack Benny. "I didn't decide," he stated. "There's no such thing as making a decision there. You go where you have to go." Where there are people seeking entertainment, that's where Jack Benny has to go, and not for just an occasional guest shot.

You know, he may be telling the truth about his age. With his energy, he couldn't be more than 39.

Commercial Clinic

ADVERTISERS, agency people and broadcasters all stand to benefit if they will take to heart some of the points made so articulately by Rod Erickson, vice president and radio-tv supervisor of Young & Rubicam, in the tape-recorded interview which begins on page 136.

We commend the entire interview to the attention and interest—self-interest, we might say—of all readers. But several points have particular merit which we feel justifies their being singled out and reproduced briefly in this space, too. For example:

". . . No television program, *per se,* ever sold a nickel's worth of merchandise. A program is only the vehicle which carries a commercial message. We start out with the premise the show gets the customers in the tent and then the 'pitch' man comes in and makes the sell. Therefore, as much time should be devoted to the creation of a proper commercial as to the selection of a program. Both must be in balance to get perfect results. . . ."

". . . I think [radio is] unfortunately the orphan of the advertising business at this point, and very undeservedly. The Nielsen reports can demonstrate to any advertiser that a combination of radio plus television can get him almost absolute coverage. . . . I doubt that any combination of advertising media can do as well in penetrating into every home as radio plus television . . . Radio today is an excellent buy on a cost per thousand homes delivered . . ."

The importance of the commercial message as television's "sole" sales agent is one that too often is overlooked, or forgotten. This obviously does not mean that broadcasters—or agencies or advertisers—can concentrate on the commercial to the neglect of the program. Clearly the commercial cannot "sell" unless and until, in Mr. Erickson's words, "the show gets the customers in the tent." But by the same reasoning advertisers who are dissatisfied with their tv results should examine their commercials rather closely before blandly proclaiming—as too often they are inclined to do—that "television" just won't work. Television does work when used right—as large numbers of advertisers testify regularly by continuing and expanding their use of it.

PROGRAM DIRECTOR STATION WOOF
SID HIX

Sid Hix's first cartoon for BROADCASTING, Aug. 1, 1937

"I hear you wa

It is encouraging that Mr. Erickson's appraisal does not lose sight of radio in its enthusiasm for television. Too many agencies and too many advertisers in the past have developed an unaccountable radio blindness from staring too long at the wonders of television—although, happily, there are signs now that this is to be a passing malady. Mr. Erickson's prediction for radio is not one of uncontrolled optimism, but he does see a return to reason by advertisers in the face of aggressive selling and eventual re-recognition of the many values radio holds out to anyone with the sagacity to grasp them.

Below the Belt

PARTISAN politics isn't our particular dish of tea. Irrespective of party fealty, we're for those candidates who perform conscientiously and efficiently, and who recognize the virtues of free, unfettered broadcasting.

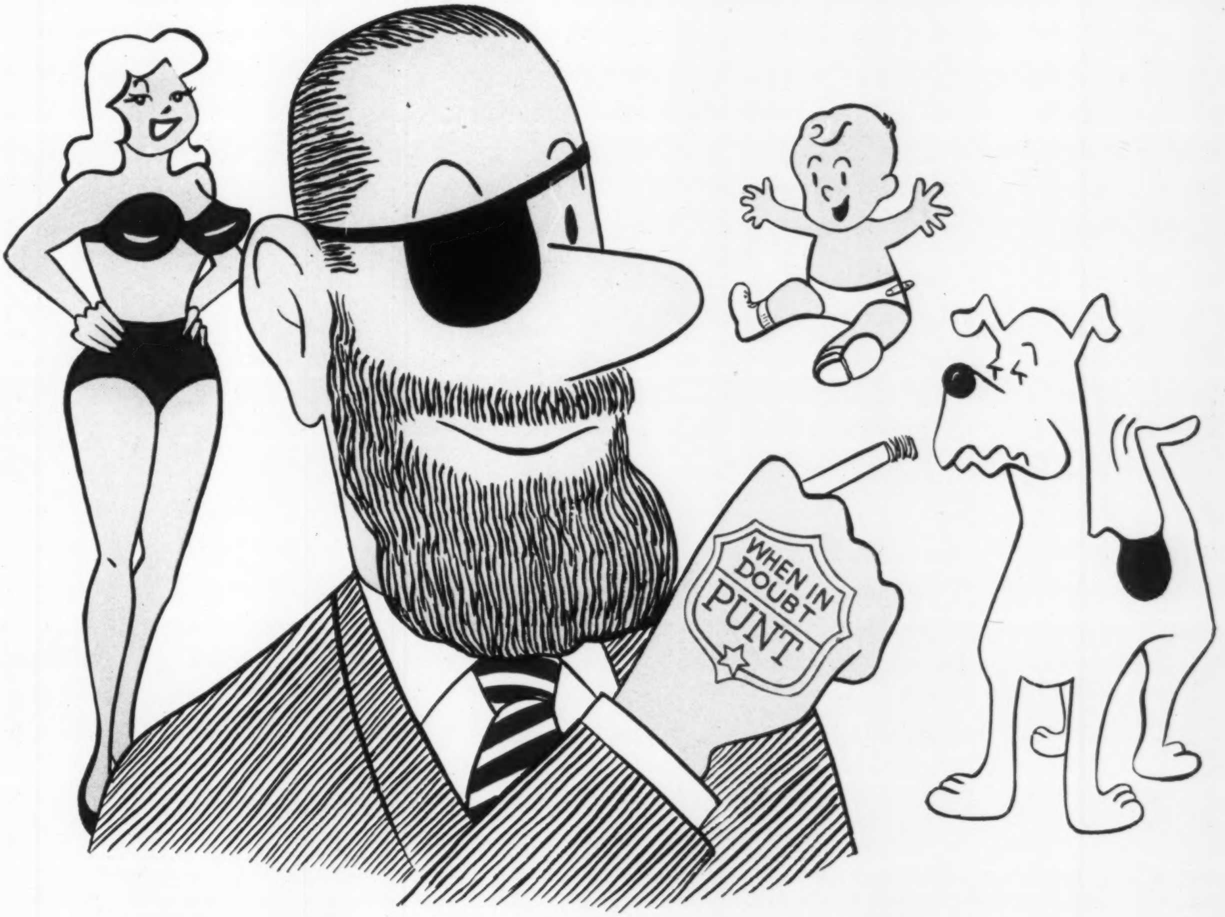
In Washington State a hot contest is being waged for the Senate, with Warren G. Magnuson, Democrat, running for re-election against Republican Gov. Arthur B. Langlie, who was keynoter at the San Francisco convention last August. Gov. Langlie last week raised ethical questions about his opponent, because he is chairman of the Senate Commerce Committee which handles communications legislation and because Sen. Magnuson owns stock in KIRO Seattle, one of three applicants for ch. 7. The fact that Sen. Magnuson held this stock (less than 4%) before he became a senator is disregarded.

We think Gov. Langlie took that low road. There are at least two dozen members of Congress who hold interests in broadcast stations. They belong to both parties. The majority of our legislators have other business or professional interests. Senate Minority Leader Knowland of California had his interest in KLX Oakland before he was elected to the Senate. The same is true of a number of others. Three members of President Eisenhower's secretariat have minorities in radio and television stations. Secretary of the Interior Fred A. Seaton, who distinguished himself both as a senator and an aide to the President, is a publisher-broadcaster.

All committee chairmen are important, and Sen. Magnuson holds one of the key Senate chairmanships. We question whether he has ever lifted a finger in behalf of KIRO's tv application because of the very fact that he is a stockholder.

It is not our purpose to espouse favorable action on any one of the three applicants for Seattle's ch. 7. It is the FCC's job to make its decision on the weight of testimony adduced at protracted hearings.

If there is ground for criticism, it should be over the time that this and other hearing cases have languished before the FCC without final action.



KSTP-TV attracts attention, too!

The eye-patch, the beard and the tattoo seem to be top attention-getters these days. And just to be doubly sure you notice this advertisement for the Northwest's *first* television station, we've included a few other sure-fire ingredients (or so our agency tells us) . . . a Baby, a Pretty Girl and, of course, the Faithful Dog.

So, after all that work, please allow us to point out that KSTP-TV is *still* your best buy in the vital Twin City market of more than 600,000 TV homes. The sparkling new entertainment line-up means *sales*—as so many KSTP-TV advertisers have already discovered.

Now is the time to put KSTP-TV to work for *you* . . . effectively and economically. Contact your nearest Edward Petry office or a KSTP-TV representative today.

KSTP-TV

CHANNE
100,000 WATT

5

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.